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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII.      NEW YORK, JULY 24, 1895.      No. 4.

## It is a Mistake

to not advertise your Resort, Hotel  
or School, and a big one to not do so in

... THE ...

## St. Louis Republic.

**JUST THINK**—Thirty Thousand St. Louisans visit the different Summer Resorts each season. About one-tenth of this number attend Schools and Colleges outside of St. Louis every year. These are the folks you want to reach.

**The REPUBLIC** is the recognized medium for this class of advertising. It circulates among people who are well-to-do and most likely to patronize a Resort or College.

### INFORMATION BUREAU.

Full particulars concerning Accommodations, Rates, Attractions, Transportation and varied information not found in booklets and circulars of any Resort, is supplied upon application, without charge.

THE REPUBLIC has compiled a large fund of this information and is constantly accumulating more.

*This bureau will make it particularly advantageous to Managers of Resorts to be represented in The Republic's advertising columns.*

Estimates quickly furnished by

**THE REPUBLIC, St. Louis, Mo.**

Or at New York Office, 146 Times Bldg.



*They All  
read  
the  
local  
paper*

—men, women and children. The entire family, also the visitors. The BABIES will as soon as they learn how to read, which won't be long. It is an undisputed fact that the local weekly reaches everybody in the town.

The 1450 local papers of the Atlantic Coast Lists pretty thoroughly cover the New England, Middle and Southern States.

They are read weekly by more than one-sixth of the entire reading population of the United States living outside of the large cities.

One order, one electrotpe does the business. Catalogue for the asking.



**ATLANTIC COAST LISTS,**

**134 Leonard St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

Vol. XIII.

NEW YORK, JULY 24, 1895.

No. 4.

## CONCERNING GROCERS AND BUTCHERS.

*By Joel Benton.*

I want to return to a topic on which I have once slightly expatiated—for teaching, like advertising, prospers by reiteration. The matter concerns grocers and butchers and fish dealers almost exclusively, and I should be glad to draw out the opinions of even one from each class on a custom that is common to the three classes named.

Let me ask them why it is that they all make so universal and liberal a display in the front of their stores and on the sidewalk or street of their very perishable and easily damaged goods. Of course they are advertised by so doing, but at a very great expense, or at a really regrettable loss or damage to somebody.

These tradespeople wish to attract attention, and are anxious to show the public, represented by the passer-by, that they have the best fruits, fish and food that the market affords. So they take their very best samples and place or suspend them where they catch all the dust and dirt of the street, besides the flies and winged feeders prevalent in front of such stores.

Go through Vesey street, in this city, for instance and see the tea boxes and coffee boxes, the tea itself finely pulverized often; the cakes and biscuits; the sugared and sweet things, etc., which one would say should not only be covered up but should—many of them—be sealed up from the air, left wide open and exposed to the heat, dirt and blazing light. Would a "drawing" from that powdered tea, after standing out in this way for three hours only, be entirely what it should be? And if it stands out for days and weeks, as no doubt it usually does, who can guess what automatic, unflavorous and unwholesome adulterations must take place with it?

Even the bottled and canned goods, which, perhaps, suffer least, get un-

duly heated by this almost universal exposure, and are soiled outwardly in a very brief time. Fish soon become stale and destroyed, and vegetables and berries age and wilt visibly every hour. Some of these things must, in fact, be kept as signs while they preserve any attractive look whatever, when they must be thrown away to the refuse heap, or, if sold, advertise the store so much in the wrong direction as to drive those particularly victimized customers away for all time.

I passed a new, clean and particularly well managed butcher shop the other morning where some fine hams, bacon, and the usual half-dressed trunks of calves and sheep were deftly suspended in the orthodox way. The wind was filling the air with fine, impalpable dust from the soil and refuse of the dry street, so that no small amount must have been imbedded in these prospective viands before the day was done. Now, either the butcher was to throw away these several hundred pounds of choice meat within a few days, and put another assortment of the same kind in its place, or he must sell it very soon and impose on a large number of his confiding customers.

It seems to me there is more than one objection to this long existent fashion; and, in addition to all that may be said defensively of it, the fashion doesn't appear to be at all necessary. People may forget certain kinds of dry goods and the various novelties; but they don't forget their dinner. If there were painted signs, or sculptured models (like the porcelain egg-heap, say), made in perfect color and form of each class of these goods at the proper season, and placed conspicuously at the store's front, why wouldn't all the advertising purposes be even better served than they are now? The dealer's advertisement in the papers could tell with force why he had made this new departure, so that his rivals would be forced to follow

him, or to confess to a less scrupulous care of their best wares, which would prove them to be inferior.

And there is another consideration. One who enjoys carnivorous foods, especially doesn't wish to see whole bodies too much resembling his own anatomy suspended before him in a ghostly manner. The table-provider will know what he wants, when he sees the less suggestive separate piece that he seeks. And all our meals taste better when we—who are not obliged to know—drop the curtain over a considerable part of what is precedent to them. Is not here one of the concealments which a finer civilization should make possible for us—particularly if it means to both seller and buyer an enhanced neatness and economy?

#### ABOUT CIRCULATIONS.

What is the meaning of the word "circulation" to advertisers?

Venders of advertising space seem to have unique ideas of the proper significance of the term, and this applies not only to some newspaper publishers, but to the clever circulation manipulators who boom "L" road and certain surface car lines.

Circulation, in its bare, "honest" interpretation, means, when applied to a newspaper or other publication, the number of papers actually sold or otherwise distributed to individuals. The number of copies printed, the amount of paper certified to having been used, or the publishers' or printers' affidavits concerning same, don't amount to a hill of beans beside the actual bona fide circulation as above defined.

If a paper prints 50,000 copies and sells or circulates 21,300, its correct circulation is 21,300—no more, no less. We don't want to know how much paper was used in the issue; we want to know exactly how many copies of the paper were *sold*, after the returns have been deducted from the output.

Newspapers that have several editions during the day, and "bunch" their circulation in generalities, want careful watching. The actual circulation of all the editions is no evidence of the *correct* circulation.

For instance, the writer frequently buys a morning *World*, and two, three, perhaps four copies of the *Evening World*, in different editions. The *World's* circulation is bunched at about half a million a day, but my

purchase is counted five times over! There are thousands do the same as I do, and there are a great many thousands who buy the morning and night edition of the *World*.

But the *World* is not alone in this respect; "there are others," both in and out of the metropolis.

It might be claimed that, inasmuch as I read five copies of the paper, I would see any advertisement therein five times, which would have five times the effect of one sight or reading. To which I answer that if I saw a hat advertised in the *World*, and determined to buy one, I would not purchase five hats because I read the ad five times.

Newspapers that use coupons for any purpose whatever are not so good, from the advertisers' standpoint, as newspapers that don't. In such cases the paper is often largely bought for the coupons only, which are cut out and the rest of the journal thrown away.

One sometimes sees a blowing sign on the Manhattan "L" roads: "Over 3,000,000 passengers a week travel on this line." Taken literally, that means that every soul in the Greater New York travels on that line once a week. The real meaning is that about half a million people use the road *daily*; and, to come still nearer the truth, as nearly every traveler on the "L" rides back and forward, it means that, approximately, *two hundred and fifty thousand individuals* travel on those cars *daily*. That is the correct basis of "circulation"; no inflations, no multiplications for the sake of effect can be honestly infused into the statement. As well might I claim "126 people are fed every week at my house," when, as a matter of fact, there are but six of us, eating three times daily seven days a week.

The statement and the *fact* are widely at variance, as they often are in circulation matters.

JOHN C. GRAHAM.

#### THAT LITTLE AD.

There was a little ad  
That sang a little song,  
And sang it clearly, sweetly,  
To a willing, eager throng.  
The people gladly listened  
To each lucid, happy thought,  
Then hunted that merchant up  
And bought, bought, bought.

BRAINS blended well with printers' ink  
Can make the wisest pause and think.



## THE TALE OF A CUT.

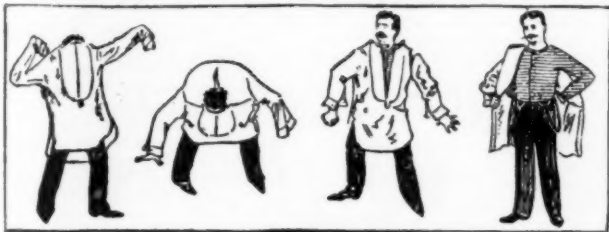
AN INTERESTING STORY OF HOW A CONVINCING PICTURE HAS BROUGHT A SHIRT INTO DEMAND—IT HAD PREVIOUSLY SOLD VERY SLOWLY AND BEEN UNPOPULAR—NOW IT IS RAPIDLY CROWDING OUT THE OLD STYLES, AND OTHERS ARE TRYING TO IMITATE THE SUCCESS OF THE ORIGINAL PIONEER.

A striking instance of what can be done with one bright, well-conceived cut-idea is the experience of Mr. Geo. Bradford Tripler, the Nassau street furnishing goods man. Mr. Tripler believes his present little boom in the Quickputon Shirt is almost wholly due to the ingenious design with which he has embellished his announcements. I called on him the other day and he told me the following story: "My ideas are pretty well fixed about advertising. I have proved them to my satisfaction with a single experiment. I took up the one thing on my shelves that seemed to drag, and have literally advertised it into a steady and stiff demand. I suppose most readers of the New York dailies have seen my ads of the Quickputon Shirt, with that cut illustrating the old and the new way of getting into a shirt. This is what I refer to:

months ago I conceived a little advertising campaign on its behalf. The patent right was anybody's or nobody's, so I copyrighted the name Quickputon as one word to protect myself, and started in. I pinned my faith to the New York dailies, because, as I believed, they have a circulation all over the country, and I found I was right, for my mail orders come from a dozen States. I have sold several thousand dozens of the shirt right here in New York and vicinity, and it begins to look as if the old open-back shirt had got a right smart blow. All this, too, has benefited my general trade. People come into the store in answer to my ads and inquire for the Quickputon, and often buy other things, and so become my regular customers.

"In studying out my ad success, I believe the cut did the business. It seems to just hit the nail on the head. I use about three inches single and the same double-column space in the *Evening Sun*, *Evening World*, *Telegram*, *Mail and Express* and *Press*.

"I also got up a little booklet which my clerks are instructed to hand to every caller. I think this is doing good missionary work too. This same shirt has been kept in stock by manufacturers and dealers for several years under the name of the "Coat Shirt,"



"I use this design in three ways: 1st, in the single column ad only the right-hand outside figure; 2d, in the double-column ads the two outside figures, and 3d, as above. These pictures I have thoroughly identified with the Quickputon shirt, the only shirt so named in the world.

"I had kept this style of garment in stock a good many years, and took an order to measure occasionally, but it always remained a slow seller on my shelves. Now, it is the most sensible of all shirts, and about eighteen

a very clumsy title, but after the novelty of it wore off there was no active demand. These dealers had tried to introduce it by means of signs, circulars, trade announcements, etc., but I was the first to use the regular channels of advertising. I think I can claim to have pushed it into popularity in New York. I hear of several retailers on Broadway who are advertising it now; but my sales keep on increasing and my full stock of all sizes and lengths is never unbroken a single day, while every mail brings in orders

to measure from all over the country. Like other pioneers I am reaping my reward. I am not and never was a large general advertiser, but I have every reason to be satisfied with the results of that cut with the Quick-puton. I think it did the business for me."

J. L. FRENCH.

#### THE RATE PER LINE.

I have often wondered at the diversities in the rate per line charged by different newspapers, and wondered still more what the average advertiser thought of them.

Is it right to base the rate on circulation or class of circulation? Both may be right, but neither one would suit all advertisers. A five-cent puzzle, a cheap soap or brand of flour might get good results from the *World's* circulation. A Tiffany ring or a Shayne sealskin sack would not. The puzzle, soap or flour man could afford to pay the *World* more per line for his advertising than Tiffany or Shayne could, and would doubtless profit more by it.

Reverse the positions, and try the *Post*, *Telegram* or *Mail and Express*. The "cheap" advertisers could not expect to get many returns from such papers though their rates are cheaper than the *World*; but Tiffany, Shayne, *et al.* would certainly find such advertising profitable. It is purely a question of class circulation. Nearly all the people taking the three papers before named can afford to buy good articles. The *World's* clientele consists mostly of the poorer classes, and the same is true of many other metropolitan journals.

Now the query arises, Does it pay the advertiser of high-class goods to advertise in papers that circulate almost exclusively among the poorer classes at an exorbitant rate per line? And will it pay the advertisers of five-cent novelties to advertise at half that rate, or less, in mediums that reach only the middle or aristocratic classes?

This consideration simply furnishes a key to the advertiser who does not already know what are the cheap, dear and useless mediums for his purpose.

Circulation considered without regard to class of circulation is reckoning without your host.

JOHN C. GRAHAM.

SOME people are as much afraid of letting their light shine as a stingy man is of burning gas.—*Ram's Horn*.

#### THE USE OF TRADE PAPERS.

In nearly all of the trade papers I have seen the advertising seems to be strictly confined to the business or trade in whose interest the paper is published. Just why this is so does not appear, and it seems as if the use of these valuable mediums might be extended.

The desk manufacturer has his ad in every issue of the furniture papers, and he feels confident that this advertising pays. And so it must, for the papers he uses reach the dealers who sell the kind of goods he makes. But desks are needed in every store and office. If this manufacturer should advertise in the hardware papers his desks would be brought to the attention of many possible customers. And so with the dry goods or grocery journals. Lawyers and doctors are also purchasers of desks, yet who has ever seen anything but drugs and medical instruments advertised in the medical papers or law books in the lawyers' papers.

Even PRINTERS' INK, which circulates in thousands of offices, has but one advertisement of desks, and many manufacturers of various kinds of office supplies do not avail themselves of this excellent medium, which is read by so many who have need of their goods.

Already there are signs of a breaking away from the old custom. In a recent issue of one of the leading hardware papers, the *Iron Age*, there appeared a full page advertisement of a firm of printers, calling special attention to their facilities for catalogue printing. This strong appeal to a trade which makes a large use of catalogues will undoubtedly prove profitable.

Every manufacturer should give this subject his careful consideration, and an increased use of the trade papers will probably follow.

J. FRED WRIGHT.

#### HONESTY WILL PAY.

If the advertiser intends to do business for a week or a month, it is very likely he can make more profit by lying; but if he is in business to stay, to establish a local or national reputation, and proposes to do business year in and year out, and leave his business to posterity, he will find that honesty will pay him. Honesty in advertising means permanency in business.—*Dry Goods Bulletin*.

# *In Every Line Of Business*

*There are large advertisers  
who constantly use . . .*

## *The Sun*

*They are men known to be  
prudent and successful. If  
its space to them is valuable  
can you not make it so?*

*The Sun  
New York*

**SPECIAL 60-DAY SALE OF FINE TELESCOPES.** Since the reduction in tariff we have imported 5,000 large French Telescopes. They open 32 inches in sections and measure closed 11 inches. They are bound, brass safety cap on each end to cradle the lens, with very powerful achromatic lenses produced by Le-mair & Co. of Paris. With this Telescopes objects miles away are brought to view with astonishing clearness. Hereofore, Telescopes of this size and power have been sold for from \$140 to \$200. They are very sojourner in the country and are sent by express, safely packed for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy.

**ONLY .98 CTS.**  
Nearly 3 Feet in Length

at seaside resorts should certainly secure one of these instruments and no farmer should be without one. Sent by mail or express, safely packed for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy. They are not returned for only 95 Cts. per copy.

# ONE INSERTION OF THIS ADVERTISEMENT IN **Vickery and Hill List** BROUGHT OVER 600 CASH ORDERS.

Take a minute to read the advertiser's letter. It contains facts

## WORTH THOUSANDS

to new advertisers—the experienced know where to place their business to

## Get Largest Returns Every Time.

### THE LETTER.

C. E. ELLIS, Esq., City:

DEAR SIR—During the month of May we received from one insertion of the attached ad, which was keyed, 665 replies from Vickery and Hill List. On summing up our entire advertising we find The Vickery and Hill List, by all odds, the best 1,500,000 circulation we can get for the money, no matter how we may combine other mediums to secure the aggregate circulation. The actual cost per reply from Vickery and Hill List was less than from any other medium we have used. We have always given, and still intend to give, your List every ad we run, frequently giving you special ads that we could not afford to put out generally.

Very truly yours,  
EXCELSIOR IMPORTING CO.

There was time after this letter was written to receive a large number of orders.

GUARANTEED 1,500,000 COPIES  
CIRCULATION MONTHLY.

Special particulars free to any advertiser.

Home Office, - - Augusta, Maine.

SPECIAL ADVERTISING OFFICE, NEW YORK.

517 and 518 Temple Court.

C. E. ELLIS, MANAGER.



# *Is Yours?*

IT is to be noted that the newspapers advertised in PRINTERS' INK are those of highest grade and widest influence.

Only the best have a story to tell that is worth reading, and only those that are worth reading are

## *Worth Printing.*



This is the  
State of Affairs—

in the...

Great  
.... Northwest



## OUR FARMERS' GREAT DAY.

The Minnesota Agriculturist Now in a Position to Laugh and Wax Into a State of Obesity.

CROP PROSPECTS OF THE BRIGHTEST.

Greatest Demand for Years for Lands for Farm Purposes and at Prices that Are Daily Rising.

MERCHANTS ARE VERY HOPEFUL.

Those in the Country Towns of the State Expect an Immense Trade in the Fall.

By all odds the best medium to cover this prosperous field most thoroughly and at the least cost is the

# St. Paul Globe

EASTERN OFFICE—517 and 518 TEMPLE COURT, NEW YORK.

C. E. ELLIS, MANAGER.

The story of a competition already decided is told in an 80-page pamphlet which will be mailed free to any applicant. The advertisements reproduced in it illustrate the plan and furnish some ideas as to what arguments may be brought to bear.

# To Ad=smiths



any person whose name is written across the back

In *Printers' Ink* for Wednesday, August 7, the best advertisement that has been submitted up to date of going to press will be reproduced, together with the name of the ad-smith by whom it was prepared; the name and date of the paper in which it appeared will also be stated, and two coupons, each good for a five years' paid-in-advance subscription to *Printers' Ink*, will then be mailed, one to the ad-smith and the other to the advertising manager of the paper in which the advertisement had insertion.

In the issue of *Printers' Ink* for August 14 a second advertisement will be reproduced, and another in the issue of August 21, 28, September 4, 11, 18, 25, October 2, 9, 16, 23, 30, November 4, 13, 20, 27, December 4, 11; and with the appearance of each of these issues, two coupons, each good for five years' subscription to *Printers' Ink* to any address written on the back of the coupon when returned for redemption, will be duly forwarded, one being for the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

In the third issue in December (December 18) there will be published in *Printers' Ink* the names and addresses of all the ad-smiths who have produced the advertisement thought best for each one of the nineteen weeks, and half-tone portraits will be exhibited of the twelve ad-smiths who are adjudged to have produced the best twelve advertisements, out of all that shall, up to that time, have been submitted; and to each one of these ad-smiths shall be forwarded a *Printers' Ink* Souvenir Spoon, together with a letter, signed by the editor of *Printers' Ink*, setting forth the story of the competition.

Of the twelve papers or periodicals in which these best twelve advertisements appeared the six that are credited with the largest circulation in the American Newspaper Directory (1896) shall each be entitled to a full-page advertisement in *Printers' Ink*, to be used when wanted (before April 1st, 1896), free of charge.

In the issue of *Printers' Ink* for December 25th the advertisement which is thought to be the best of all shall be reproduced, together with the name of the ad-smith who constructed it and the paper in which it appeared, and on that date the *Printers' Ink* Vase, suitably inscribed, will be forwarded to the ad-smith who shall have thus been shown to be entitled to receive it.

Every ad-smith will make up his advertisement in his own way, will give it such space and display as he sees fit. Every competitor will be entitled to a year's subscription to *Printers' Ink*, as part pay for his advertisement, even if he does fail to secure the Vase, and two five years' subscription coupons go for the best advertisement submitted during each of the nineteen weeks over which the competition extends.

For pamphlet and further information address

**PRINTERS' INK, 10 Spruce St., N. Y. City.**

The terms of the competition for the *Printers' Ink* Vase are as follows:

The ad-smith desiring to compete shall prepare an advertisement, such as he believes calculated to cause a reader to subscribe for *Printers' Ink*—The Little Schoolmaster in the Art of Advertising.

He shall cause the advertisement that he has prepared to be inserted in some newspaper or periodical. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence; the only point insisted upon is that the ad-smith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

The ad-smith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement prepared by him to appear, said copy to be addressed simply *Printers' Ink*, No. 10 Spruce St., New York.

The ad-smith shall also cut out a copy of the advertisement prepared by him and send it in a sealed envelope, under letter postage, addressed to the editor of *Printers' Ink*, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

The editor of *Printers' Ink* will, on his part, receive the advertisements and papers sent as above and take due note of each.

In acknowledgment of and partial payment for such advertisement submitted, a coupon shall be sent to the ad-smith by return mail, good for a copy of *Printers' Ink* to be sent for one year to the coupon when returned for redemption.

## THE CLASS OF ADVERTISING

—carried by a newspaper  
clearly indicates its character  
and circulation. . . .

---

## THE WASHINGTON EVENING STAR

—is as careful of its advertising  
as it is of its editorial and news  
columns. Its advertisements  
are widely and carefully read  
and appreciated, hence their  
effectiveness. It carries the  
advertisements of all the leading  
merchants and is the city's great  
“want” medium, having more  
columns of small Ads than all  
of the other Washington news-  
papers combined.

---

EASTERN AGENT,  
L. R. HAMERSLY,  
49 POTTER BUILDING, N. Y.



# The Woman Question...

is of great interest to advertisers, though possibly not in the same sense that it is to others. It is a problem with them **how to reach the buyers** in the family (the women) and interest them. By using space in the

## Ladies' Home Companion

you are bound to interest a very large number of women, and persistence will win them all. This paper has **160,000 paid** subscribers, and we guarantee at least

**165,000 Copies  
Each Issue**

but frequently 170,000 copies of a single issue are printed.

~~~~~  
**MAST, CROWELL & KIRKPATRICK, Publishers,**  
**SPRINGFIELD, OHIO.**

108 Times Building,  
NEW YORK CITY.

1643 Monadnock Block,  
CHICAGO, ILL.

## A FEW

## POINTERS

The newspapers of America can be counted by thousands.

The **representative** American journals can be counted on the fingers. The extreme Northwest is represented by the

---

# PORTLAND OREGONIAN

---

which is acknowledged to be the leading paper of Oregon. In influence and circulation—the two things an advertiser most desires—it has no equal or rival in that vast territory.

.....

The Oregonian Pub. Co.,

H. W. SCOTT, Editor. H. L. PITTOCK, Treas. and Mgr.

S. C. BECKWITH,

SOLE AGENT,

Tribune Building, NEW YORK.

The Rookery, CHICAGO.

## REACHING "HORSEY" PEOPLE.

The advertiser who aims to reach "horsey" people probably has a harder job in hand than almost any other advertiser. The publications devoted to the horse are numerous and diversified, and it requires no small skill on the part of the purchaser of space to correctly estimate the kind of readers each class of publication reaches.

The man who desires to reach the people interested in the thoroughbred horse has, perhaps, as difficult an undertaking as can be found. Publications devoted exclusively to the thoroughbred do not exist; and he is therefore compelled to choose mediums that give the race-horse but scant and cursory attention.

Newspapers that make a specialty of race-track news naturally have a class of readers that is valuable to the advertiser who wishes to reach the horsey portion of the community. Of late years the reporting of races has become an important feature of every newspaper of any prominence. The reports are now tabulated, so that the position of the horses at the various stages of the journey can be obtained almost at a glance. It may be stated, as an invariable rule, that where a newspaper gives tabulated reports of the races, and full "news and notes" of the patrons of the ring and paddock, it is a fairly good medium for reaching these people. Newspapers built somewhat on these lines are the *New York Mercury*, *New York Commercial Advertiser* and the *Mail and Express*.

The majority of equine publications give the major portion of their attention to the trotting horse; and most of them, while excellent media for reaching trotting men, are practically worthless for reaching people interested in the thoroughbred. A periodical like the *Horseman*, of Chicago, which notices thoroughbred horses with some degree of fullness, is of course available.

"Turf guides" offer a generally overlooked medium for reaching owners, etc., of the thoroughbreds. Guides on the style of the *Form Book*, issued at New York, are so far superior to others that they are really the only ones worth considering. They give tabulated reports of the races in the same manner as the newspapers, and for this reason have almost entirely

superseded the old style of guide in the estimation of wide-awake racegoers.

The advertiser whose desire is to reach only trotting men has a far easier task. Most equine publications are entirely devoted to trotting, and this lessens the labor of selection to some extent. Much discretion is, however, needed in the selection; for circulation reports are practically unobtainable, and the price of space is often extremely flexible. Some of this class of publications, like the *Horse Review*, of Chicago, have quite large circulations for class papers.

When the advertiser has an article that appeals to the ordinary horse owner he must consider, first, what class of horse owners he desires to reach. If a wealthy class, publications like the *Rider and Driver*, weeklies like *Truth*, or newspapers in the style of the *Evening Post*, will be available. If a poorer class is to be influenced, more democratic newspapers, as well as farmers' papers, etc., are in order. A little common sense in this matter is far more valuable than a large amount of supposedly technical information.

GEORGE T. CLENNING.

## HOW IT IS DONE.

The plan of the special agent is outlined in the circular letter printed below, which was lately issued by a gentleman about establishing a special agency in New York City. The whole thing would appear to be very simple and perfectly easy:

MT. CLEMENS, Mich., June 15, 1895.

GENTLEMEN—I understand you have no special agent representing you. I desire to explain to you the importance of such a step, as I will open a special agency in New York about Sept. 1, and would like to represent your paper with my list. I know by personal experience that special agents have been most successful, and the only plan by which the better class of papers can get just prices and a larger and better class of advertising and at a very much less loss in collection. The prime factor in representing such dailies and their weeklies is that such special agents, in the direct advertising of its papers in PRINTERS' INK, and other like publications, and constantly sending out circulars, writing of letters, and direct personal soliciting from the general advertisers, bring the largest results, and maintain a personal, close relationship between the publisher and the advertiser that cannot be otherwise obtained.

I only intend to represent one paper in a city, and you can see very clearly that I cannot afford to expend large sums of money in advertising the list and bring your paper direct and prominently before the general advertiser, unless I can have a contract with you covering my authority as your special

agent, without which I cannot afford to list your paper in my agency.

As regards your paper remaining in the hands of the general agency, and wherein you lose, is in the fact that they all compete for the same line of business; such competition necessitates cutting prices to exceedingly low bids, and the result is the papers are the ones who suffer losses, and not the general agents; they always manage to get their commission, no matter how low they offer you the business, under the plea, "This is the best we can do"; hence, you realize far less than you should. My sole aim and purpose will be exclusively to secure the largest amount of business at the very best prices obtainable for your paper that I can. As such special agent, all general agents will make application for rates direct to me, and there will be only one commission, and that one you pay me. The result will be better prices, more business, and, at the same time, your paper is being rapidly built up, and directly and frequently brought before the advertiser; hence, it will be established as a paper of importance, and its value as an advertising medium largely increased.

Regarding myself, I have had thirty years' experience in the management of daily papers and ready-print houses, which has given me every experience requisite to conduct this special agency in the interests of the papers represented, in a much more satisfactory and successful manner than can possibly be attained by yourself or the general agents, as my effort will be exclusively devoted to the papers that I represent. The commission will be 25 per cent, which covers all expenses that I may incur in conducting the agency.

Whenever you signify your willingness to enter my special agency, I will furnish unquestionable references as to my ability and integrity to carry out such contracts as I may enter into.

Any further information that you may wish, or suggestions that you may desire to offer, will be promptly answered at Mt. Clemens, Mich., until July 1, and thereafter at Columbus, O., until I start the agency in New York. Yours respectfully,

FERD. J. WENDELL.

#### A HUNGARIAN-AMERICAN JOURNALIST.

The Hungarians in America, according to the latest census, number 62,435, of which there are 24,000 in Pennsylvania, 16,000 in New York, 4,000 in New Jersey and 3,200 in Illinois. They are represented by at least three newspapers. Mr. Wm. Borsodi tells PRINTERS' INK that his paper, *Magyar Hirado*, or *Hungarian Herald*, has the largest circulation of its class, although only now in its second volume. It certainly presents a prosperous appearance. Mr. Borsodi is a young man of thirty-six years, but has been in newspaper publishing, in Europe and America, since he was thirteen years of age. Below is reprinted a translation of an article which recently appeared in the *Hungarian Herald*. It illustrates the firm grasp of the peculiarities of American

journalism which Mr. Borsodi has so quickly obtained, as well as the accuracy of the conclusions arrived at:

*Magyar Hirado (Hungarian Herald) of July 11, 1895.*

We publish herewith a portrait of one of the foremost figures of the American advertising world, whose activity during the last twenty-five years has so thoroughly ingrown into the life of American newspaperdom that the author of the history of American journalism would be compelled to name George P. Rowell's name in the very first place. George P. Rowell began life in very modest surroundings. About thirty years ago he opened an advertising agency in the city of Boston, which he transplanted about three years later to New York, where he began the publication of a newspaper directory. This directory gained every year in influence, so that to-day Rowell's American Newspaper Directory (which is the name of his work) is not only a directory, but a very valuable statistic work, without which no newspaper or advertising agency can successfully exist. This directory does not publish merely a list of the newspapers and the places where they are published, but it informs one of the form of the newspaper, the circulation of the paper, and, for the guidance of the advertiser, it also gives the number of inhabitants of the place where the newspaper is published. If we take into consideration the circumstances that here in America it is not necessary to secure a license for the publication of a newspaper, that publisher and editor need not obtain leave from civic authorities; if we take into consideration the fact that the public itself is somewhat indolent in matters relating to the publication of newspapers, and that, in spite of all this, this directory may be implicitly relied upon for the information it gives, as if the data contained would be given on oath; then we must with appreciative admiration look to intelligence and energy and the good conscience of Mr. Rowell. Rowell's Advertising Agency is, in spite of the most powerful competition and in spite of malicious envy, the leading advertising firm in the world. Under the name of PRINTERS' INK he publishes an advertising trade paper, which, by its geniality and reliability, is a worthy companion of his Directory. This newspaper of his, which is read by upwards of 200,000 people every week, published regularly, the idea is (all newspaper men) concerning successful advertising and successful advertisements. In the course of time, we shall have occasion to return to this newspaper and its influence.

#### PROMPT PAYMENT NOT VALUED.

A sympathizing friend writes to Messrs. Lord & Thomas as follows:

'GENTLEMEN—Your antagonist, *'Pay in Advance'*, has recently received a snub, which is too good to keep. The *National Tribune*, of Washington, recently returned a check for over five hundred dollars with the information that they did not need money bad enough to allow their business to be run or dictated by The Geo. P. Rowell Advertising Co. Yours, etc., for square deal,

"A FRIEND."

This communication Mr. D. M. Lord, the head of the great advertising agency of Chicago, forwards to PRINTERS' INK with an expression of his opinion that "only a coward" will descend to the anonymous.

## THE ADVERTISING PILOT.

Do you know where you're going, oh merchant?

Have you mapped out the course to pursue?  
Have you studied the charts and the pilot's  
fine arts

In steering your vessel safe through?  
Do you know all the rocks and the shallows,  
The channels, the storms that arise?  
The perils that crowd ev'ry man unendowed  
With the genius to discover?

Do you know where you're going, oh merchant?

Advertising's a dangerous sea,  
Unless you equip your adventurous ship,  
And you know the port side from the lee,  
Unless you know just where you're sailing,  
And your compass is true to the pole,  
Better not venture out in an ocean of doubt  
Lest you strike on some breaker or shoal.

Do you know where you're going, oh merchant,

Are your sails proudly swelled for success?  
Have you made up your mind that its port  
you can find

And that profits your voyage will bless?  
If you have, go ahead, and God speed you!

If you've not, take a pilot on board,  
Who will properly guide you against wind  
and tide

For a fee that you well can afford!

## ESTABLISHING A TRADE JOURNAL.

THE TRIALS, SUCCESSES AND FAILURES.

By F. A. Wonderly, Editor of the *Weavers' Herald*.

The journal of which I am editor and manager is of an entirely original "something new" in the field of journalism, and as it is an exponent of the hand-loom weavers' industry, might be properly classed as a trade publication. It was started nearly four years ago in response to requests of a large number of progressive weavers, whose opinion was solicited through a prospectus. After being started we worked hard soliciting advertising patronage, both direct and through agencies, but it was no go. We could not reach the general advertiser's pocket. They looked upon the class of people that we reached as old decrepit, broken down, infernally poor people—a few old motherly souls. Ignorance on their part was the reason of their views, and say what we might, to give them a proper insight, they either placed no confidence in our explanations or else failed to even give them a reading. In their boyhood days the only weavers they knew of were some old grandmothers and a few younger widows, or a loom at home in homes of some few farmers' wives. These people they supposed to be the only takers and readers of the *Weavers' Herald* and were a class they cared not to "throw money to the wind" soliciting trade from. It seemed utterly impossible for us to open to their view the new state of affairs; to have them understand that the old, old loom of their grandmothers' days had been supplanted by new automatic, fly-shuttle, hand-power ones; that with these new looms rag, hemp, jute and chain carpets could be turned out at the rate of forty to seventy yards a day by hand; that this new hand industry, or rather an old one revived by new methods and process, attracted even some of the best mechanics, who have gone into it and are making more clear money each day than many retail mer-

chants; that these people are young to middle aged, lively and ambitious, who are the coming weavers to entirely supplant the old. Their homes are ones of comfort and free from "interest plasters." Some have money out at interest. These are the people we reach and into whose homes the *Herald* goes once each month. We call them "the progressive weavers of the day," and we are not trying to reach any other class. Yet we cannot make the average advertiser believe this. The old, old grandmother and her loom rises up to obscure their vision as soon as we solicit their patronage.

Lyons, Kan., July 11, 1895.

## ROAD-SIDE ADVERTISING.

The man from the city spending his vacation in the country is surprised to see the large number of signs painted on fence-rails, rocks, sides of barns and fastened to trees, informing passers-by where to go for dry goods, clothing, furniture, stoves, seeds, etc. The similarity in this kind of advertising is noticeable, all the signs containing about the same matter, without regard to the business represented. Occasionally one firm, more enterprising than others, will erect guide-boards at the cross-roads, but it is seldom that anything else out of the ordinary is seen.

This road-side advertising has its value. It is to the country people what street car advertising is to those in the city, and the signs should be made just as attractive as the street car cards of nowadays are, but, of course, on a scale to suit the different conditions.

The country merchant should place his sign-boards at frequent intervals, and they should be of a uniform shape and size. Then he should have printed a series of cards of a size to fit the boards. These cards can be so attractively gotten up that the attention of travelers along the highway will be drawn to them.

Some of the cards might be illustrated and contain only a few words of matter, while others should be without pictures, but with a few catch-words in very large type. It must be remembered that these cards will be at least ten feet away from the readers, and no type too small to be easily distinguished from that distance should be used.

The cards should be put up so that a person traveling to town may see the whole series. Changes should be made as often as once a week. Where number six has been number eight may do some good, and so with all the others.

A trial of a plan similar to this is recommended to merchants who seek the country trade. Of course it will not take the place of newspaper advertising, but can be used in addition to and in connection with it.

J. FRED WRIGHT.

## GOOD ADVICE.

Keep an agreeable temperature in your store, a comfortable chair for weary shoppers, such minor conveniences (on a table) as a free directory, all the time-tables and the morning newspapers; keep the store "clean as a new pin"; make things glisten and shine. You can then wait another year for your decorating and improvements. The public likes to go where it finds itself comfortable and welcome. Gilding and upholstering and frescoing are not half so pleasing to the regular shopper. Invest your money in stock this year, not in fixtures; and let your own good manners be the decoration of your store.—*Keystone*.

## SOME THOUGHTS ON SOAP ADVERTISING.

By Free Lance.

The advertising done for the respective soaps differs so that a comparison of the different styles is not without an element of interest. That much of this advertising is not specific enough to give the reader a very definite idea of the differences existing between the various soaps will be readily admitted. Thus I recollect the claim of Vinolia Soap, that it is a "milled soap," and, therefore, superior to a "boiled soap"; yet, as the ordinary reader has not the slightest knowledge of the relative merits of milled and boiled soaps, or even what a milled soap or a boiled soap is, the information thus vouchsafed can hardly be expected to make an impression. Most soaps are advertised as excellent emollients for the skin, and superior to everything else on the market; yet, in spite of this element of sameness, the soap advertisements are an attractive feature of our magazines. Their excellent display and fine illustrations make them eminently readable and trade-bringing. With more definite information as to their respective merits they would probably be more profitable—an improvement that should come with time.

The most recent debutante in the soap line is Copco Soap, manufactured by the Messrs. Fairbanks, of Cottolene fame. The advertising has been done in an original manner. Colored inserts in magazines have been used lavishly, with appropriate illustrations, but the reading matter is not much out of the ordinary. The advertising is in strong contrast to the poster style utilized by the same firm in introducing Gold Dust Powder and Cottolene. The Santa Claus Soap was advertised in the characteristic Fairbanks' style, until N. W. Ayer & Son took it in hand and advertised for good ads, which they must have obtained, judging from the present specimens.

A soap that apparently resembles Copco closely in composition, but advertised in a far more distinctive manner, is the Ivory Soap. How soon the name suggests "no free alkali," "99 44 100 pure," "it floats," etc. The advertisements of this soap have always said something.

Pears' Soap ads have apparently always intended to say something, but have not always succeeded as well as one could wish. They have, however, impressed on the mind of the public that it is a soap of extreme purity and delicacy, of great emollient qualities, and the prescription of one of England's greatest surgeons. Its pictures of "Good morning. Have you used Pears' Soap?" and "He won't be happy till he gets it," have been indelibly penciled on the public mind.

Buttermilk Soap advertisements are notable for fine illustrations. You can readily believe that no one passes the picture of the blooming young girl who holds a cake of it in her fair hand, and tells us it is the cause of her marvelous complexion.

Every one knows Facial Soap, yet every one would be puzzled to reply if asked what has been the distinctive feature of its advertising aside from its employment of the "neckless head." Probably persistency, more than skill, has been employed, yet the essential merits of the soap have been properly inculcated on the minds of the soap-buying public.

Advertising a soap of medicinal virtue, like Cuticura, is slightly different from advertising an ordinary soap. It should be easier

to do, as the curative qualities can be dwelt upon. There is, however, the danger of so impressing the public with its remedial character as to restrict its sale as a toilet soap. This danger the Cuticura Soap has successfully evaded by the statement that it is both a toilet and a medicated soap. Its advertising has been clean and forcible: slightly given, perhaps, to presenting uncanny descriptions of skin diseases, etc., but not the less forcible and convincing for that. Its recent use of an exquisitely white hand, on which was printed the announcement that Cuticura Soap makes white hands, has been widely noticed.

At present the newspaper does not get its meed of soap patronage.

## THEY READ ADVERTISEMENTS.

There has been no more marked development during the past quarter of a century in any direction than in the reading of advertisements. In the earlier days of the art, when there was a pretty prevalent opinion on the part of the masses that those who sought business through advertisements were not exactly legitimate business men, it was necessary to use bold type and lots of space in order to attract attention. In other words, the public tendency was to try to *not* see an advertisement. Just the contrary is the case at present. With the general recognition of the fact that it is the progressive tradesman who uses printers' ink, has grown up an important advantage to advertisers, in that it is no longer necessary to seize the reader, as it were, and compel him to read the announcements, and what formerly could only be accomplished by the use of a large amount of space and a correspondingly heavy expenditure, can now be done in a comparatively small space and at almost trifling expense. This point has been discovered by a good many shrewd business men recently. The result is that the daily papers teem with one-line, two-line, or inch advertisements, and many of those who formerly did not advertise at all now carry two or four-inch cards in trade journals. The new field promises to be far more profitable and fruitful to the advertisers than was the old, besides having the advantages we have stated. Of course if a small advertisement attracts so much more attention than formerly, how much more efficacious must a large one be.—*Shoe and Leather Facts, Philadelphia.*

## FUTURE ADVERTISING.

"Advertising! Why, advertising is only in its infancy, sir! Ten years from now the art will have so developed and the field so broadened and extended that the people will look back upon us and account us slow and wonder how we got along with the little ink we used 'to oil the wheels of trade.' Not only will the advertisements be larger than they are now, but more people will see the necessity and the advantages of using the newspapers." The oracle was one whose business to-day qualifies him to speak.—*Philadelphia Call.*

## BLEEDING GRATIS.

The following medical advertisement appears in an old Stamford newspaper: "Whereas, the majority of apothecaries in Boston have agreed to pull down the price of bleeding to sixpence, let these certify that Mr. Richard Clarke, apothecary, will bleed anybody at his shop, gratis."—*Chambers' Journal.*

**BUFFALO "BULLS."**

BUFFALO, N. Y., July 10, 1895.

*Editor of PRINTERS' INK:*

The firm name of our principal advertising furniture house is Irish & English.

Glenny's, said to be the largest crockery store in the United States, built up by judicious advertising and in a line to that it was thought the department stores had killed, has for a trade-mark, "A bull in a china shop." It's a big Buffalo bull on the rampage. They like to add to their ads: "Our uniformly low prices explain, we think, our comparative freedom from competition."

In an advertising jingle put out here the first line reads:

"Doctors differ and patients pie." The d in die had become reversed giving some wag a chance to insert before it the word eat. During a circus war, not long ago, the last one to come erected a mammoth street sign reading:

THE  
**BIG SHOW**  
THE 20TH.

That night some one pasted paper over part of the B and put the S over the H so next morning it read:

THE  
**PIG SOW**  
THE 20TH.

B.

POINTS NOT WELL TAKEN.

Office of  
AMERICAN MEDICAL PUBLISHERS' ASS'N.  
ST. JOSEPH, Mo., July 8, 1895.

*Editor of PRINTERS' INK:*

DEAR SIR—Being a constant reader of the "Little Schoolmaster," and considering this journal as the advertisers' and publishers' forum for the dissemination of information as well as for the criticism of methods and productions, I take occasion to call your attention to one feature in the American Newspaper Directory that has evidently been overlooked in this otherwise complete and useful work. I refer to the lack of alphabetical arrangement. It is true the States and cities are printed in order, as well as the counties in part II. But here the system ends. Why not push a good thing along by placing the newspapers in alphabetical order, where they belong? Any agent or advertiser who has looked through the New York City list, covering some 28 printed pages, realizes the amount of time and temper to be saved by such a plan. Even in the county list, where the alphabetical plan was evidently once adopted, the new publications are added at the end of each town, instead of being inserted in their proper location, and thus causing them to be overlooked quite easily. This alphabetical plan, if carried out through the entire book, would, in my humble opinion, add much to the usefulness and worth of this meritorious and indispensable publication.

Another suggestion: There is given in Part III. a very valuable list of papers, with largest circulations, i. e., those having 5,000 circulation and over. This department was established before the change was made in

the "Circulation Ratings," and as the key now stands there is nothing to indicate a circulation between G (4,000) and F (7,500). Would it not therefore, be more desirable, maintain a uniformity of ratings, and at the same time do justice to a greater number of publishers, if this list were to include those papers having a circulation of 4,000 and upwards? CHARLES WOOD FASSETT, Sec'y.

On submitting the above criticism to the editor of the American Newspaper Directory that functionary responded in four sententious sentences:

FIRST.

The arrangement is alphabetical—dailies first, and so on in the order of frequency of issue.

SECOND.

The arrangement of newspapers under county lists is also alphabetical, and *not* as stated by Mr. Fassett.

THIRD.

In the matter of large circulations it is found that those papers entitled to a place in the list of over 5,000 generally manage to achieve that distinction. It can always be done by setting down the facts and signing the statement.

FOURTH.

There is little more reason for calling 4,000 a large circulation than could be urged for including in the list those having 3,800 or 3,900 issues.

A NEW MEDIUM.

GREENVILLE, Ohio, July 11, 1895.

*Editor of PRINTERS' INK:*

SIR—The following "sticker," or label, makes a very unique advertising scheme:

**TAKE ME BACK**

TO THE

**SAMPLE SHOE STORE,**

88 Broadway, GREENVILLE, OHIO,

where I will purchase more goods than at any other store in the city.

Copyrighted.

It is in circular form and is pasted on silver dollars, which insures its being read by all who handle the dollars.

Yours respectfully,  
HARRY SNYDER.

IN PHILADELPHIA.

PHILADELPHIA, July 17, 1895.

*Editor of PRINTERS' INK:*

Oehm & Co., one of the largest clothing and furnishing houses in this city, had one of their large plate glass windows accidentally broken last week; but, instead of renewing the glass at once, they made a display of straw hats and put it in the window. In the center they put a large card, about 2x3 feet, with this wording:

A  
**GREAT BREAK**  
IN PRICES.

At a first glance, a person only seeing the words "great break," would naturally suppose it meant the window. W. H.

## OHIO CURIOSITIES.

DAYTON, Ohio, July 10, 1895.

*Editor of PRINTERS' INK:*

A shoe store here, which makes a specialty of window decoration, recently showed a country scene in its window. The floor was laid with moss, and a number of shoes, all facing the same direction, were placed in sand roads running through the "meadows," miniature rail fences marking their boundaries. A mirror forming the background made the scene appear double, the whole making a very pretty effect, and, as was intended, drawing a large crowd.

CLEAN SHIRTS  
AT  
DIRT CHEAP PRICES.

is the sign displayed in a show-case of them outside a furnishing store.

BLOT OUT ALL THOUGHTS  
OF  
HARD TIMES.

is displayed in white letters painted on a large ink blot on a large pad in a notion store window.

While in Sidney, O., I noticed in front of a cigar store these words, prominently displayed:

SIX MILES  
TO THE NEXT CIGAR STORE!  
BUY YOUR CIGARS HERE.

As the store is near the edge of town the pleasure-seeking smoker no doubt finds the warning profitable. GEO. E. KIDD.

## THE CIRCUS IN THE WILD AND WOOLLY WEST.

ST. JOSEPH, Mo., July 8, 1895.

*Editor of PRINTERS' INK:*

Has the wave of circus advertising struck the East? I have seen no reference to it. The parades now go through our city streets bearing, as in a monster living panorama, the announcements of "Woodbury's Facial Soap," "Sapolio," "Pearline," etc. The elephants, camels and even the horses are utilized to advance the interests of the tireless seekers after fame, and each animal is covered with handsomely decorated coverings bearing the advertisements, while the clowns announce bargains for our local dealers from the circus ring. Verily, there is no limit to the advertisers' opportunities.

CHAS. WOOD FASSETT.

## ABOUT TIFFANY'S ADVERTISING.

TIFFANY & Co.,  
Gold and Silver Smiths.  
Union Square, New York.  
Advertising Department.  
July 10, 1895.

*Editor of PRINTERS' INK:*

From the statement of your correspondent "Webfoot," which we have just noticed, it is very evident that he is not familiar with the advertising columns of the New York daily papers or the leading periodicals.

TIFFANY &amp; Co.

## Y. M. C. A. ADVERTISING.

YOUNG MEN'S CHRISTIAN ASS'N.  
LOUISVILLE, Ky., July 10, 1895.

*Editor of PRINTERS' INK:*

The Young Men's Christian Association of this and other cities spend no inconsiderable sum of money in the course of a year for advertising, and anything helpful along this line would be appreciated by a large number of your readers.

The Louisville Association does considerable advertising in order to keep the young men of the city informed concerning the privileges offered them for advantage in religious, educational and physical lines. It is necessary also to keep the public informed concerning the progress of the work, in order that proper support may be given the institution. To accomplish these ends we issue a paper of our own, *The Young Man*, published weekly, and an annual Prospectus. We have also made some use of the daily papers, street cars, and do considerable circular advertising. Yours respectfully,

S. W. MCGILL, Membership Sec'y.

## A GREAT MIND AT WORK.

*Editor of PRINTERS' INK:*

A man sat in front of me in the electric car in which I came into town to-day. He was reading a copy of *PRINTERS' INK*. Every now and then he would take a blue pencil from his pocket and make a mark beside some article or paragraph. Sometimes he would jot down in shorthand—not an easy thing to do in a moving electric car—a few words on the upper margin of a leaf.

My observations led me to the conclusion that he was the editor of some paper, getting ready to brighten up his next issue with spirited quotations and live thoughts suggested by good reading. Sparks of wit always fly when bright minds come in contact.

EDWARD B. JOYCE.

## COMBS.

*Editor of PRINTERS' INK:*

Why don't some advertiser become famous and rich by pushing the sale of a particular comb? Combs are a necessary article and when a person buys them they pick out one promiscuously, from a showcase full. If a certain kind were extensively advertised the customer would call for it. The standard of everything is measured by its shrewd advertising, and why not create a standard comb? There are enough sold to make a firm or firms immensely wealthy if the demand was for a certain kind. Advertising can do this very thing.

WM. TAYLOR.

## MAKE IT EASY.

Make it easy to find you. Signs are not generous enough in their proportions, or handsome enough in their designs, to catch and to hold the eye. The preoccupied man, or the indifferent woman, must be almost *hit* before he or she will look to the right or left. It is only a Tiffany who can afford a tiny name on a street clock as his sign, or an A. T. Stewart who needed none at all. Until you reach their eminence you must fairly shout at the passer-by, who has dozens of other signs to divert his attention. Your sign should be the most striking one on the street—either in its size or in its style.—*Keystone*.



## SPECTACULAR SHOWS.

Advertising a great spectacular production like "Americus" is no small matter to contemplate. To catch the public's attention to an amusement attraction of this character, less advertising is necessary than for a circus or a theater. An open air exhibition does not have to advertise as heavily to get a crowd as a circus, neither does it advertise in the same manner as a theatrical troupe. The vogue gained by open air productions is due to the co-operation of business interest in a city to draw excursions to the place of exhibition for the benefit of business.

The other day I button-holed Mr. James D. Lee, of the American Spectacular Company, the gentleman who is attending to the advertising of "Americus" so successfully, and gained a few pointers of how he does the business.

"Show advertising," began Mr. Lee, "is peculiar in reaching the public. The amount of advertising done is always gauged by the size of a city in which the company intends showing. A city of 100,000 population, for instance, takes from 2,000 to 2,500 window lithographs; 75 to 100 stands of paper, which vary in size from 12 to 24 sheets. In addition to this 300 three-sheet posters are used. From 10,000 to 20,000 couriers are used, also about 2,000 string cards for hanging on gas jets and corners. The cost of this billing will amount to \$350, including the billing of the surrounding towns. The placing of this advertising matter will cost at least \$100 more and by the time the agent gets through billing a city of 100,000 population, for an attraction of this class, the amount will swell to \$500.

"Newspaper advertising follows the billing of a town or a city in rapid succession. A week's advertising in five dailies will run about \$250 to \$300, not including the advertising that is done while the attraction is standing in the city. The total cost of advertising will reach the \$1,000 mark. Showmen as a body consider newspaper advertising the best method of reaching the general public. In the use of lithographs and billboards, we do that more to catch the eye of the masses. As a usual thing, an amusement attraction caters to all classes, and to reach the entire populace it is compelled to use all methods of advertising. But the majority of the audience is made up of the newspaper reading class of people. If the show fraternity would abolish their lithographing style of advertising and put the same amount expended in this work in advertising in the newspapers, I am of the opinion that it would be far more beneficial and would produce greater results.

"When a man in my occupation reaches a city, the first thing done is to visit all of the daily newspapers. I quickly state my business, realizing that the time of the newspaper men is valuable. I have found that better results are obtained from the editors when a man does not sit around an hour or two and be continually blowing up the attraction he represents. We use all of the daily newspapers in a city and those of the weeklies that are thought to have strength. Weekly publications that issue on Sundays are always taken. People have more time to read Sunday newspapers, and again, all amusement attractions are more prominently displayed in these editions. It is an old saying that one Sunday advertisement is as good as a week's advertising.

"Another feature of the press agent is to write the advertisement short and to the

point, always giving the title of the attraction the prominent line and to put as little as possible in a great amount of space; in other words, tell the story in a few lines. I would rather have eight squares across the page than two columns lengthwise, because it catches the eye quicker. The idea in advertising an attraction is, first, the name most prominent; second, the place and date, and third, prices of admission. This draws the reader's attention and tells all that you have. It will put the reader in a mood to look further for information. This is the time when the news notices in a newspaper, written short and pithily, explain to their readers' satisfaction the merits of the attraction. These methods, together with an endless number of schemes, are what draw the crowds to witness the great 'Americus.'"

LEWIS GARRISON.

## ADVERTISING A COOK.

In California people dislike to eat food prepared by the Chinese, and seek, whenever possible, such restaurants and hotels as employ only white labor in their culinary departments. There is a man in Ukiah who appreciates those folks opposed to Chinese cooking, for he takes particular pains to advertise that his cooking is done by a "white lady." A hand bill distributed by this unique advertiser reads thus:

## ELITE RESTAURANT.

- COOKING DONE BY A WHITE LADY.

L. KRAMER, PROP.

In all probability every other restaurant, as well as every hotel in the town of Ukiah, employs Chinese cooks, and the proprietor of the Elite restaurant is seeking to gain patronage and fortune by advertising his "white lady" at the expense of his competitors who employ "yellow men" as cooks.

WILL M. CLEMENS.

## DEALERS' CYCLE ADVERTISING.

In selling cycles it pays to advertise them well. Taboo theater programmes, guide books and side schemes, if necessary, but use liberal space in the local newspapers. It will be found profitable to spend from 10 to 25 per cent of the net bicycle profits in advertising. Change the copy every issue. See that the advertisements are well displayed, and that the special names of the machines handled are emphasized. Observe holidays by having special appropriate matter. Get people talking about you and your bicycles. It will aid in selling machines. Two very valuable aids to publicity are display in the front window and a judicious distribution of printed matter. Manufacturers will furnish supplies of catalogues, and one of these will often convince a prospective purchaser of the merits of the machine, and inform him on points that the salesman neglected to mention. It is also important to keep on good terms with the persons who have bought cycles, for a satisfied rider is a continual sub-agent working without pay, and his word goes a long way with others who contemplate buying; but know little about bicycles and wish to profit by the rider's experience. The salesman should be handy with tools, able to make slight repairs and alterations, and thus help inexperienced purchasers to keep their machines in order. It will assist in keeping the purchasers pleased, and will redound to the dealer's credit.—Farm Machinery.

## TESTIMONIAL ADVERTISING.

By Miller Purvis.

In the current issue of PRINTERS' INK is something about testimonial advertising. I believe in it, and when I was an advertising manager I used it freely and with great benefit. If I could word my ads so as to get people to ask me some questions I deluged them with testimonials literally by the hundred. I had a circular printed that had nothing in it but testimonials, and hundreds of them. I spent a good deal of time getting those testimonials from our customers, and used all my powers as a letter writer to get them of the kind I wanted. I wrote to every one who had made a purchase of the firm within a year, and asked them what success they had had with the machines they bought of us, and I made the letter such a one as would make it appear that the testimonial of the person addressed would be considered of greater value than any other one we could possibly publish. When the replies began to come in they required considerable editing, to be sure, for a good many of them, after stating their success, also went to the trouble of naming their objections to that particular brand of machine, a matter which was of no possible importance, from my point of view.

When these testimonials were properly edited and ready for the press there was not one of them that was not good, and every one of them was in the exact language of the writer, though I was not particular to always indicate the elisions by putting in the usual row of asterisks. Then I printed them on a big yellow sheet, with the introductory remark that I had only room for a portion of the testimonials that had been received. Some of the very best I put in capitals, and the second best went in briefer italics, and the remainder were in agate type. I haven't the faintest idea that any one who ever received that sheet read one-tenth of it, but the number was there, and convincing evidence that we had sold a lot of machines to patrons who were satisfied. In the circulars sent with this sheet we took occasion to call particular attention to the number of the testimonials received and the territory covered, and the effect was good, if business is a sufficient evidence. Those who received these circulars and testimonials were asked to write to any one in the list, inclosing stamp for reply. The weight of evidence is that nearly every one who wrote according to this invitation wrote to one of those whose testimonials were printed in capital letters, which was exactly what we wanted them to do.

When it came to giving testimonials, I was not at all bashful about the matter. If a newspaper wrote asking how that particular paper paid, I exercised my ingenuity in writing a testimonial that would be printed in full, and would be a good reader for our machines, as well as a testimonial, and I tried to make them so that nothing could be left out without materially spoiling the testimonial. If a paper missed an insertion, I sent in a wail about loss of business because of the omission from that certain paper, that usually secured a good position for the letter and the advertising incident thereto.

Testimonial advertising is only one side of the evidence concerning the thing advertised, and, I believe, the smaller portion of it. As far as I am concerned, personally, I would take the word of the advertiser quicker than I would the evidence of a thousand testimonials, because I do not know how many have told the advertiser another story on the other side of the question.

I know I am "talking out of school" now, but PRINTERS' INK is not read to any large extent in the places where testimonials avail, I take it, and, besides, this is only my experience. If I were advertising, I should use testimonials freely, because I know that they are of great value in bringing business. Springfield, O.

## A FEW REMARKS.

By Bert M. Moses.

It's mighty hard work to write simple language.

Don't lose heart because somebody picks flaws in your advertisement. Remember there are 64,999,999 other folks in this country.

Criticism is easy. Even Shakespeare and the Bible don't escape it. Many a man is a critic simply because he likes to be contrary.

Dr. Parkhurst has the rare faculty of making himself understood. He would have made a great success as a writer of advertising.

If Congress and the State Legislatures would employ good ad-smiths to put the laws into common sense language, there wouldn't be much need for courts to interpret them.

No wonder patent medicine men spend so much money in advertising. Their profits are enormous. Most of the preparations that retail for \$1 cost less than a dime to produce.

All advertising doesn't pay. I know a man (probably the widest known advertiser in the United States) who took a whole page of the *New York Sun*. That much space one time in that paper costs somewhere in the neighborhood of one thousand dollars, "they say." The only direct return to be traced to this large ad was a single 50-cent order. Was the advertiser discouraged? Not the least little bit. He went ahead and advertised more than ever.

The paper which won't allow commissions to agents may be likened to a druggist who won't fill physicians' prescriptions. The agent can make a medium valuable by using its space judiciously and bringing satisfactory returns to the advertiser. If the advertiser deals direct with the paper, the cost to him will be the same, but the lack of experience is likely to make the results poor. And then the advertiser will have a bad opinion of that publication. The physician knows how to use a drug store just like an agent knows how to use advertising space. But if the druggist insists on patients coming to him direct, there is bound to be trouble. May be the patient will buy ginger to cure constipation, or croton oil for diarrhoea. Of course no druggist is unwise enough to refuse to fill a doctor's prescription, but there are papers which give the "marble heart" to doctors of advertising.

WHILE a newspaper may print column after column eulogistic of its own town, its very brightest sayings will be received with a grain of doubt if its advertising columns do not bear the impression of the enterprise.—*Albion (Neb.) Calliope*.

## LIFE INSURANCE ADVERTISING.

By R. M. Tuttle.

A few weeks ago there drifted into the town in which I live two well-dressed life insurance solicitors, both representing one of the three largest old-line life insurance companies of New York. They said they were not ordinary solicitors, but were "executive specials" sent out by the head office for a special purpose. When they secured, in a corner, the man they desired to talk to, they gave him a song and dance something like this:

"We represent the Blank Life Insurance Company, and desire to offer to just a limited number of influential individuals in this town a special bargain in the way of a policy. In the past, as you are aware, the company has appropriated a certain amount of money for advertising. This appropriation has been expended in magazines and newspapers. This year we are resorting to a different method. Instead of advertising in the way we have done in the past, we are going to give special policy holders the advantage, and we expect that the missionary work they will do for our company will repay us and bring us new business, better than the large amount of money we expend for advertising."

Then the special policy was unfolded, the age of the person learned, the figures quoted per thousand per annum. There was a return premium feature to the policy, which is always taking to the man who has never examined the ins and outs of life insurance. When these wide-awake solicitors began on the first man they told him that they only wanted to place just three policies of this sort in town. Soon after they had got three men on their strings, they expanded the number to five; then to seven. It may be added that when the policies came, they were not what the victims expected they would be; the guarantees were not as represented, and every one of the seven men is kicking, and refusing to take the policies. I give this sequel for the purpose of showing that, as far as this town is concerned, this special work has done harm as an advertising scheme, instead of good.

A few years ago a local agent of this very same company came to me and said that he desired to boom his business in my locality, and wanted to do some advertising. He told me how much money he wanted to spend per month for about three months, and left the rest to me. I proceeded to use up the appropriation by publishing in my paper (a local weekly) short reading articles, of about a third of a column in length. I gathered together little anecdotes and incidents to illustrate the value of life insurance in general, and old-line life insurance in particular. Then I wound up with setting forth the especial advantages of this big company that offered its policy holders paramount advantages. My customer held that these articles did good. They helped to pave the way for the personal solicitation that followed on his part. Some of my articles were addressed to the objection some wives have to their husbands taking life insurance; others to the folly of getting insurance of a particular kind because it is cheap.

There is no branch of business, in my judgment, that affords so fertile a field for the advertiser as the life insurance business. If a man or woman wants to buy dry goods, they will generally be bought, if the money is at hand to buy them with, whether advertising is done by the dry goods man or not. But there are hundreds of thousands of

people who should take life insurance, who don't know it. If they do know it, they don't know which kind to take; they are unaware as to which will pay the best. The advertisement, published in the magazine or newspaper, is what is needed to inform them. It is a rare thing that the advertising pages of newspapers or magazines contain any intelligible life insurance notices. Masses of figures, which many people think can be twisted around to prove anything, are about all you see. Here is a magnificent field for the ad expert, and the insurance company that appreciates the fact the quickest will profit accordingly.

## CATALOGUES.

The making of catalogues is not an easy task, nor has its principle become one of the exact sciences. The work is difficult, requiring skill and patience, with a mastery of the art of presenting facts in the simplest and most direct manner, so that unless one is a specialist he is apt to commit himself to errors which the trade readers will readily detect. This is especially true of catalogues or circulars that deal with articles of special manufacture, and which are novelties or new devices for some particular purpose. The difficulty here is to make the descriptive matter so plain and explicit that there need be no trouble in determining the details of construction and what the completed article is capable of doing. It is admittedly true that many special catalogues have failed in this respect, simply because those to whom their preparation was committed, while knowing what the goods were and how in their opinion they were superior to others of the same class, yet were unable to convey their own knowledge to the trade. They did not write with sufficient clearness or distinctness, or else stated what they regarded as actual facts without presenting enough good reasons therefor. The best article in the world may fail of success unless it is properly introduced, and it is gratifying to note that the catalogues and circulars—these advance couriers of commerce—are being put in a better class than has been the case hitherto.—*Stores and Hardware Reporter.*

## DOES A GOOD BUSINESS.

A quaint and decidedly original healer who does business on one of the Puget Sound islands advertises in placards and posters as follows:

"Legs and arms sawed off while you wait without pain."

"Childbirth and tumors a specialty."

"No odds asked in measles, hoopincuff, mumps or diarrhea."

"Bald heads, bunions, corns, warts, cancer and ingrowing two naels treated scientifically."

"Colec, cramps, costiveness and worms nailed on site."

"Wring worms, shingles and cross eye cured in 1 treatment or no pay."

"P. S.—Terms: Cash invariably in advance. No cure, no pay."

"N. B.—(Take notice.) No coroner never yet sot on the remains of my customers, an eny one having me doant haf to be laying up money to buy a grav stoan. Cum 1, cum awl."

The writer adds that this man does a good business, although you would not expect it, and his patients say that he cures disease thoroughly and quickly.—*Exchange.*

A HOTEL ad should not be overcrowded.

## NOTES.

HENRY BRIGHT has been appointed Eastern representative of the Pittsburgh *Leader*.

CASEY's bookstore, 123 Fourth avenue, New York, has the following novel catch phrase displayed outside: "Empty thy purse into thy head."

MR. H. D. LA COSTE, of 38 Park Row, has been appointed Eastern representative of the Jackson (Mich.) *Morning Patriot*, Evening *Patriot* and Weekly *Patriot*.

UNDER the title, "What Others Think of Us," the Michigan Stove Co. has reprinted in a beautifully printed and illustrated booklet articles that have appeared about it in the trade journals.

MR. CYRUS H. K. CURTIS, proprietor of the *Ladies' Home Journal*, sailed on the St. Louis, from New York, July 17. His journey is merely an outing and he will come back on the return trip of the steamer that carries him out.

A NOVEL advertising scheme was inaugurated by one Omaha shoe firm previous to the Fourth. One thousand bunches of firecrackers were tossed from the top of the building, and one bunch in every twenty-five contained a ticket "good for one pair of shoes."

MR. WILLARD EVERETT, the advertising manager for Hood's Sarsaparilla, sailed for Europe on the St. Louis on Wednesday, July 17. While absent Mr. Everett will look over the field in Great Britain with a view of increasing the advertising investment there in the early future.

A HARLEM furniture dealer has a good parody on the fake "mark-down" sales. It is a card on a rocking chair, and thus displayed:

|           |        |
|-----------|--------|
| NEVER WAS | \$4.00 |
| ONLY      | 2.50   |

## BERLIN'S PRIVATE POST.

Berlin has had for some years past a private postal company for the delivery of letters and packages, and students of the postal question are somewhat astonished to learn that this concern rivals the Government Post-Office in cheapness and pays annual dividends of 25 per cent. The private post carries a letter of ordinary weight within the bounds of the city at two pfennings, or about 3.7-10 mills. Last year the private post carried 2,250,000 packages. The company employs 1,000 men and many horses. The private post charges less than the public post for packages, circulars, and the like, and does a great deal of the work for business houses that in New York is accomplished by special delivery wagons and messengers in the employment of the house. Some business houses save large sums annually by making use of the private post.

The capital of the concern is not large, for its 25 per cent dividend was made last year from net profits of about \$100,000. It has been suggested that the great European capitals should have like private posts and establish an international exchange for letters and packages in competition with the Postal Union. But the laws of most European countries, like those of the United States, secure to the governments a monopoly of business strictly postal.—*New York Sun*.

## AFTER ADVERTISING, WHAT?

Retail merchants who advertise are particular about the appearance of their stores; the bronze signs are kept polished, the entrance has an inviting look and the attractive window display is always seen through clean glass. In the store there is an air of neatness and the arrangement of the stock is convenient. It is the object of the proprietor to give his customers a fair equivalent for their money.

All these facts are set forth in the daily newspaper ads and the combination of good advertising with a good store has its effect.

Now something else is needed to make the business successful and a very important something it is, too. Courtesy and a knowledge of the business on the part of the salesmen are quite as necessary as good ads.

In New York City even some of the best advertisers have clerks who will allow people to leave the store without making a purchase and feeling that they have not received proper attention. In these same places the clerks very often do not know what has been advertised in the daily papers and cannot answer intelligently the questions of people who have read the ads.

PRINTERS' INK has mentioned this matter before, but it is important and should be impressed upon the minds of every reader of the "Little Schoolmaster." The salesmen should know each day just what has been advertised and the special inducements offered to customers. A good plan is to have copies of the ads given to the salesmen on their arrival in the morning with whatever verbal instructions are needed.

J. FRED WRIGHT.

## GENERAL ADVERTISING IN MEDICAL JOURNALS.

Physicians are becoming every day more interested in the advertising pages of medical journals, and this is evidence that what they find therein is of interest and value to them. Therefore, why not make this part of the journal of greater value to them by inserting advertisements not only of manufacturing chemists and drug houses, but of concerns dealing in goods which are indispensable to the doctor outside of his practice? As an instance, we know of a carriage manufacturer who sold in six months over two thousand dollars' worth of carriages to the medical profession through a one-half page advertisement in a medical journal. This only shows that doctors will welcome advertisements outside of the regular line we are now carrying, and build up for the advertiser a business only reached through this channel. It will please the reader and pay the publisher. What more can we ask?

The London *Lancet*, probably the leading medical journal of the world, contains several pages devoted to advertisements of boots and shoes, pianos, underwear, clothing dealers, carriages, financial institutions, etc. No one can deny the success this journal has attained, both from a literary and financial standpoint, and it is quite evident that this character of advertising is not only satisfactory to its readers, but remunerative to the publisher. If a journal of this high character points the way, why should we refuse to follow?—*Bulletin of the American Medical Publishers' Association*.

You can't expect a crowd to come  
And heed your call when you are dumb.

## ON ORIGINAL LINES.

By Marco Morrow.

It has long been the supposition among advertisers and advertising men that two things are necessary to bring an advertising medium up to the standard value:

First, the paper, magazine or periodical must be of actual value in itself; it must be something that will command the attention of readers; and

Secondly, a small percentage, at least, of its circulation must be among paid subscribers.

It is true that there are many publications, in a more or less flourishing condition, which have neither value nor paid circulation, but they "make the bluff at it" and, theoretically, these two things have been considered indispensable qualities.

A publication that will make a radical and absolute departure from these lines is about to see the light of day in Newark, Wayne Co., New York. Mr. C. H. Perkins is the proprietor and he calls his new venture the "*American Horticultural Advertiser*": A monthly publication issued for advertising purposes only; sent free of charge to all the nurserymen, florists, and seedsmen in the United States and Canada."

Further along in his interesting little prospectus, he says: "Being an advertising medium, pure and simple, and not pretending to anything else, the *American Horticultural Advertiser* will contain advertisements only, and nothing to detract attention from them."

Again he says: "There are two objections to the present horticultural publications as advertising mediums, though we would not contest or belittle their great worth in other respects. The first is that they do not reach the entire trade. Their value to their subscribers in furnishing information as to methods of cultivation, etc., is very great, but their circulation is necessarily too limited to be productive of the greatest possible good to advertisers. It cannot be otherwise with periodicals which are dependent upon subscriptions. The second objection is that in all the present publications advertising matter must take a place of secondary importance. People look at the reading matter to the exclusion of the advertisements." The prospectus does not explain, however, by what magic people who will not read advertisements in an interesting and valuable publication, are to be induced or compelled to read them in an advertising sheet.

Mr. Perkins is evidently an original genius. His greatest originality consists in his honesty. There are dozens of trade journals which should, by all rights, be in the same category with the new "*Advertiser*," for they have neither reading matter of value nor subscribers. They bluff, and Perkins is honest.

Such a paper in reality will have about the same value as an advertising medium as a trade directory, without the usefulness of a directory, for be it ever so prosperous, it will never contain announcements from all the trade, and just so far will it be valueless as a directory. The whole scheme amounts simply to a plan for co-operative circularizing, in which business rivals mail their trade announcements printed on the same sheet.

Still, the scheme will be worth watching. The first issue is announced for August 15. Springfield, Ohio.

◆◆◆  
SAVE your voice but reach the crowd—  
Good advertising shouts aloud.

## IMPROVEMENT IN STORE METHODS.

In glancing over the daily and weekly press of the small towns and cities, it is pleasant to notice the improvement in the tone and style of the advertisements of the retail hardware trade of late. In this line, probably on account of the preponderance of staple goods and a belief to the effect that all hardware stores are the same to the average purchaser, the evolution from the mere card, or dully worded generalization, to the bright, attractive specialty exploiting advertisement has been slower than in other branches of retail merchandising. Merchants are evidently taking more pains with their advertisements than ever before and giving more time and thought to them. Goods appropriate to the season are introduced in terse, brightly worded head-lines and sub-heads, and are often illustrated with cuts which, in some instances, are furnished by the manufacturers of specialties.

In the equally important matters of store arrangement and window display a steady advancement is being made. That the stove furniture, cutlery, builders' hardware, tinware, etc., in a dealer's window, can be arranged in a manner bound to attract the eye of the passers-by and to produce an effect little short of the artistic is a fact that is becoming generally recognized. The potency of neatly-written, pertinently-worded window cards is also recognized, although not as widely as it should be. Occasionally one finds a store even in the large cities, the exterior and interior of which suggests more of the character of a junk shop than a legitimate retail establishment, but they are happily few in number and their proprietors are usually found complaining of hard times when their brother merchants are wearing smiling faces and have reason to be in the most optimistic frame of mind.

While, of course, there are undoubtedly many instances to the contrary, the period of depression has had, be it said to the credit of the trade, the effect of causing a marked improvement in method with a very large number of merchants. When they found trade dropping off, they had the courage to take energetic measures to get what there was to be had, and a change in the character of their advertising, more careful attention to the details of store management, and an improvement in the matter of display and arrangement of goods and the general appearance of the store has been the result.—*Stoves and Hardware Reporter*.

## THE FUNCTION OF THE WEEKLY.

The weekly journal is the real agency by which new questions must be brought to the attention of the public. With them news is secondary; comment, opinion, discussion, specific information are functional and primary. Such a journal may be intended for the mere entertainment of its readers; it may be for their instruction; it may be for both combined. Whatever its purpose, greater latitude is permissible, both because its investment is smaller and because it is not liable to so great fluctuations.

The weekly has reached its highest development in the religious journals, which have become also literary and political journals in obedience to a universal demand; in topical journals, especially agricultural ones; in fashion and illustrated papers and journals intended merely to amuse.

In all these the tendency has been towards the magazine character and a modified magazine form.—*The Basis*.

## IT GETS THERE IN TIME.

If a man lowers his hat over the region of his mouth, and tells you in the tone of the connoisseur that "advertising doesn't pay," he either belongs to the class that have formed their opinion through ignorance and are too bull-headed to investigate; or he has tried one poor little ad and then got discouraged and quit—and all because the public did not tear into its coat and hat and rush around to his store loaded with orders before the paper has been out three hours.

The advertiser who always expects direct returns at the start-off had better keep his money in his pocket, for, although the advertisement is the greatest wonder of this age, yet there are even limits to its miracle-making powers.

The think-I'll-just-try-it-once advertiser must remember that before direct results can be expected from an ad, it has to do the missionary work of educating the public to the fact that his store is just as good and just as reliable as his better-known competitors'. And when you remember the reason why his competitors are better known is because they advertised in order to secure their reputation and standing, and are still advertising in order to hold this ground, you can better understand the hard, up-hill work the missionary ads have to do.

A short time ago I wanted a new type-writer, so asked a firm to send me one on trial and suggested they write to my bank for my standing. Their answer came back: "We know you are good for the amount, *because we saw your ad in PRINTERS' INK.*" The fact that I was an advertiser in *PRINTERS' INK* had more weight with these people than the opinion of a well-known banking firm.

In April a man asked me to map out an advertising plan suitable for his business. When I told him not to expect results for six months, he looked thoroughly discouraged, and it took an hour to dispel the illusion that if you print an ad one day, your fortune will be made by the next. This man is making money now, and while I feel gratified to think the ads made themselves felt so quickly, he takes it all as a matter of course.

I know of a recent case where a woman purchased an expensive piece of furniture advertised in an old paper dated December, 1893, which she happened to see among a lot of old books. Suppose this advertiser had shut up shop just because he did not receive prompt returns from his ad; he would have lost this one sale which paid for the ad fifty times over. And yet, ten to one, he wrote to the publisher of that journal that his medium was no good, and, in his judgment, advertising was all bosh, anyhow.

Advertising is not a lottery, but a tangible commodity that can't help but pay, and pay well, if it is carried on intelligently, systematically and persistently.

W. CHANDLER STEWART.

## DOES IT PAY?

Not the number of papers disposed of, but the number bought to read, is the thing that concerns the advertiser. Guessing contest coupons and cyclopedia checks may inflate by thousands the temporary sale of a newspaper, but the advertiser, who pays increased rates therefor, is, to speak plainly, a victim of bunco. The waste-basket is always a gainer, and the man who wins the prize, perhaps; *but in no case the advertiser.*—*News-pagerdom.*

## TAKE A HINT FROM MARY.

Mary had a little lamb—  
You do not look surprised.  
Of course you don't, for Mary has  
Been widely advertised.

And something you may learn from this,  
If you are not a clam;  
You can be just as widely known  
As Mary and her lamb.

Your name can be a household word,  
And you be known so well,  
That folks will confidently buy  
The things you have to sell.

And when you once have got yourself  
Into the cheering rays  
Of the sunlight of publicity—  
You bet your life it pays!

## THE TROUBLE.

The trouble with some of the so-called "ad-smiths" is a tendency to exploit themselves rather than the goods they advertise.  
—*Catholic Telegraph.*

## Classified Advertisements.

Advertisements under this head, *freelances or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

WANTED—Foremanship, daily or weekly. Experienced. Refs. "C. S., " *Printers' Ink.*

BOOKS, maps, pictures, etc., wanted for premiums to PROGRESSIVE YOUTH, Stanberry, Mo.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 50 cents a line for 25,000 circulation, guaranteed.

ALL-ROUND printer desires foremanship of a first class country office in N. Y. State. "MACK," care *Printers' Ink.*

MISS. wanted. Sample copy of CHIPS and full particulars for six cents. THE CHIPS PUB. CO., 407 Nassau Chambers, New York.

ASSISTANT editor and manager of high-grade magazine offers services in any capacity on first-class paper. "G. A. F., " care *Printers' Ink.*

UP-TO-DATE printer, as foreman, Rep. county paper, job rooms (Michigan), to buy one-fourth interest at \$2,500. "XYZ," *Printers' Ink.*

ALL-AROUND newspaper man, experienced as editorial writer, telegraph editor and managing editor, desires change. C. F. HINCH-LIFFE, Logansport, Ind.

If you want, as editor or reporter, an experienced, well qualified, reliable newspaper man, who adds to worth by being strictly temperate, write "S. D., " care *Printers' Ink.*

WANTED—To purchase a good daily newspaper in a city of 25,000 to 75,000 inhabitants. East preferred. Address "DAILY NEWSPAPER," Room 34, Tribune Building, New York.

ADVG man of several years' experience wants position on daily in Central States. Small salary and reasonable com'n. For further information address "M. B. W., " care *Printers' Ink.*

PARTY wishes to buy an interest in prospective daily newspaper; thriving city east of Miss. R.; successful experience. Will manage business department. Details to "A. M. Z., " *Printers' Ink.*

WANTED—Situation in business department or as reporter on country daily by a young man of ability and experience. Is a good compositor and can make up forms and do job work. Wisconsin or Illinois preferred. Address "B., " care *Printers' Ink.*

WANTED—Position as business or adv. mgr. of daily paper, by practical printer—10 years' experience. Capable and hard worker. No bad habits. Now bus. and adv. mgr. of leading daily in city of 30,000. Satisfactory reasons for change. Will go anywhere. "L. M. N., " care *Printers' Ink.*

**CIRCULATION** manager of long experience desires to make connection with live weekly or monthly. No fancy salary. G. WARREN, care of Universal Addressing Agency, 7 Barclay St., N. Y.

**PRINTERS' INK** has acknowledged that I am the best advertisement writer in the West. Am now with a house placing \$200,000 a year. For personal reasons I would like to make a change. Have no objection to leaving this city. Who wants a good man? M. A. CALDWELL, P. O. Box 981, Chicago, Ill.

**GENTLEMAN** of good address and experienced in appointing and handling agents and canvassers, wishes to make arrangements with a substantial manufacturing concern to represent them in Philadelphia and vicinity. Satisfactory reference and security can be furnished. Address E. GILES, Room 5, No. 18 N. 7th St., Phila.

If you have any special way in which you wish me to distribute your booklets, circulars or samples, let me know and the instructions will be carried out. 5,000 is the number required for Muskegon and suburbs. Can I have a contract with you for fall work in Muskegon or anywhere in West Michigan? Ask for "Advertising Seed" pamphlet. P. F. STEKETEE, Muskegon, Mich.

**HERE IS AN OFFER FOR PROGRESSIVE BUSINESS MEN**  
If you wish people to form a favorable impression of yourself and your business throw away that old-fashioned letter head and use one that will represent your business in a creditable manner. Elegantly designed and engraved plate for letter head, \$7.50. Gives the effect of a lithograph. Sketch of design sent on approval—no charge if not accepted. Give exact size and wording. W. MOSELEY, 27 Hill St., Elgin, Ill.

**WANTED AGENTS—Exclusive territory.** For publishers unequalled as a subscription list builder. Our leader now—a seller—staple as flour the new, up-to-date Reversible 6-foot Statistical Wall Map of U. S., and World reverse side. The only map showing as much in the world, likewise the best for general use ever published; so conceded by its publishers, the largest compilers and publishers of maps in the world. Sells itself. Retail, \$5.00; to publishers and agents, \$1.50. Particulars for stamp. In some instances will take advertising in part payment. Address CALLERS' REGISTER, 715 Pine St., St. Louis, Mo.

#### MERCANTILE LAW.

**CAVANAGH & THOMAS**, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 8,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

#### TO LET.

**YANK**, Boston. Space.

**WE** have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 32x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GRO. P. ROWELL & CO.

#### ADVERTISING AGENCIES.

**STANLEY DAY**, New Market, N. J. ADVERTISER'S GUIDE, 50c. a year. Sample mailed free.

**ANY** responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**YES**, they have been asleep out here, but they're rubbing their eyes now and there's going to be business—big business, too. Only four—four—large advertisers are covering the entire Pacific Coast thoroughly to-day. Now—now—is your time, and we—we—are the people above all others who know how to cover it cheapest and most effectively. Let us tell you about it. WILDER & CO., 621 Market St., San Francisco.

#### NEWSPAPER INSURANCE.

**THE YANK**, Boston, Mass., wards off business death. 60,000 monthly.

#### PRESSWORK.

If you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 334-336 Pearl St., N. Y.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**YOUR AD** is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ads, \$5. R. L. WILLIAMS, L. & T. Bldg., Wash., D. C.

**HANDSOME** illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

#### MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

**CURRENT EVENTS**—That defines it exactly. Monthly; illustrated. Review of news of the world. Invaluable to Chautauquan readers and current topics clubs. 30 cents a year. CURRENT EVENTS CO., Rockville, Ct.

#### ELECTROTYPES.

**EVERY** electro right when it goes out. THOS. H. CROSBY CO., 149 Leonard St., N. Y.

**PAY** \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

**YOU** may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

#### SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water St., New York.

**BILLHEADS**—4 1/2 x 5 1/2 10M \$10.5M \$6; 5 1/2 x 8 1/2 10M \$12.50. ELECTRIC PRESS, Madison, Wis.

**NEWSPAPER**—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

**THIS PAPER** is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

#### PRINTERS.

**VAN BIBBER'S** Printers' Rollers.

**THE LOTUS PRESS**, 140 W. 23d St., N. Y. (See ad under "Advertisement Constructors.")

**PRINTERS**—We make type, cases, stands and chase everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 301 to 305 William St., N. Y.

**1,000 NEAT** business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**OUR** outfit No. 1—\$5.50: 1,000 linen note heads, 1,000 envelopes, 1,000 statements, 1,000 business cards; ten dollars' worth printing for \$5.50. Business cards \$1 per 1,000 straight. The biggest card-printing house in America. Send 2-cent stamp for samples. THE PAUL C. CARTY PRINTING CO., Eberly Block, Columbus, O.



## ADDRESSES AND ADDRESSING.

**A**DDRESSING wrappers in exchange for adv. space is my biz. TOWNSEND, 408 E. 23d St., Minneapolis, Minn.

**L**ETTERS bought, sold, rented, or exchanged. **L** Valuable lines of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ills.

## ADVERTISEMENT CONSTRUCTORS.

**L**ITTLE ADS. CURRAN.

**F**ETCHY ads. JAMES R. LONG, Wash., D. C., 1308 B St., S. W.

**S**IX retail ads, with cuts, \$5. R. L. CURRAN, 111 W. 34th St., N. Y.

**W**ANT to know me? 10c postage brings sample ad. W. C. STEWART, 4114 Elm Ave., Phila.

**C**ATCHY readers and pithy car signs written for \$1 each—10 for \$7.50. R. L. CURRAN, 111 West 34th St., New York.

**M**EDICAL ads \$2, retail ads \$1. No loss. I'm not the cheap kind. CHAS. A. WOOLFOLK, 440 W. Main St., Louisville, Ky.

**B**USINESS literature—interested! I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**L**ITTLE ads of 10, 30, 50 lines are what I do best. General advertisers can have specimen. R. L. CURRAN, 111 West 34th St., New York.

**A**SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

**M**Y booklet is most ready. People who ask first get it first. Free to any business man who writes for it on his business paper. R. L. CURRAN, 111 West 34th St., New York.

**C**ONTRACTS for 355 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

**"A** DVERTISING FOR RETAILERS," 64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

**Y**OU want your ads written in modern style to sell goods successfully. Long or short, they should be attractive. Terms satisfactory. Try sample. GEO. W. MARSTON, Portsmouth, N. H.

**H**OW is this? One dozen bright, crisp and snappy little reading notices of 2 to 6 lines to fit your business for \$5. Your money back if they are not right up to the scratch. This offer is good until August 1. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**F**OR \$10 I will print 1,000 8-page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**12** TEMPTING little paragraphs (2 to 6 lines) advertising your business for \$5. You'll want more when you've used up a dozen. I season them with the sort of sense that wins customers to both you and yours truly, JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**I** PREPARE 1/4-page magazine ads for \$5, include a little line cut, and give an electro of the entire ad splendidly set up; 1/2-page ads, \$3.50; page, \$5. I have been the ad writer of an ad agency which makes a specialty of magazine ads of highest grade. R. L. CURRAN, 111 West 34th St., New York.

**W**OULDNT you think past success has something to do with the abilities of an ad writer? I have been successful. My work has been proven to be effective. Being no longer an experiment, present and prospective clients should have faith in me. Prospective clients should send for my booklet and samples. H. F. BROWN, Paulsboro, N. J.

**S**PECIAL service is best service. I make a specialty of telling ads for shoe men and furniture dealers. Live advertisers for immediate profit like my work. Six original nail-biting ads, \$5; much less in proportion for a series. Your money back if they don't please. W. L. FAIRBANKS, Box 867, Philadelphia, Pa.

**I**ATELY I've been writing car signs for canned beans, jewelry bargain ads, getting up an introduction for a catalogue, writing ads for a game, for a puzzle, for lead pencils, chewing gum, a circular letter to manufacturers, a hair-grower ad and some others. Been fairly busy, in fact, for this season, but am always ready for more. My charges are reasonable. R. L. CURRAN, 111 W. 34th St., New York.

**I**F you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think that's value in my work, you pay its value—nothing more. Will you write? F. MCC. SMITH, L. & T. Building, Washington, D. C.; Equitable Building, Baltimore.

**C**LOTHING ads are a great feature with us; so great that one of our staff (a business man of eight years' experience in clothing) is devoting three-fourths of his entire time to their construction; he writes them sensational or dignified, as the case demands, and each ad is specially designed to command attention. Regular service for series of these ads, \$5 each—any size under 10 in. double col. Samples free to business men. WILDER & CO., 621 Market St., San Francisco.

**A**TTRACTIVENESS does not always imply originality; simplicity is sometimes more effective—it depends, of course, on the subject to be treated. If you have not made a life study of art and good printing you will not succeed in getting the best results by attempting to lay out the details of the work yourself, neither will your printer if he has not had these advantages. If the work is important and you want it as it should be, and without any annoyance, it may pay you to know us. Personal interview by appointment, if desired. THE LOTUS PRESS, 140 W. 23d St., N. Y.

**I** AM doing considerable work for advertising agencies and advertising managers. Of course they prepare good ads themselves, but they come to me to get different ideas from their own. Variety is the spice of advertising as well as the spice of life. I can be of service to more agencies and more managers. I can get you enough general advertising to keep me busy. I want to do away with retail ads as much as possible. There is too little money in them. It is worth a good big dollar to write a good retail ad. I don't want work at a lower price. BERT M. MOSER, Box 283, Brooklyn, N. Y. Ads for general advertising are worth \$2 and more. Illustrated ads from \$5 up.

**Y**OU will all want to advertise in the fall. You will probably begin about the first of September. There is time enough between now and then for you to get the 5 sample ads that I purpose to send for \$2. From them you can judge of my work, and perhaps you will want to employ me regularly. If you do, we can probably come to terms. My name is new to you, but I have had lots of experience in advertising. I feel so sure that my work will suit you that I offer to send it out with the distinct understanding that it shall be returned if it is not satisfactory. I don't make any claims for it. I don't say that I can write better ads than anybody else. I don't say that my ads will bring you more money than anybody else's will. I don't even say that they will increase trade. My proposition is simply this: On receipt of \$2 I will send you five advertisements and 5 Wanamaker illustrations for them. If you don't like them, send them back and I will send you the money. If you do like them, tell me so and ask me how much I will take to write more. I won't make any permanent price until I find out just exactly what you want done, and what are the needs of your business. I feel perfect confidence in my ability to give you the full worth of your money, but I don't ask you to take any chances. If you feel any hesitancy about sending me the money in advance, ask PRINTERS' INK about me. If anybody can tell me how to make a plainer, fairer proposition than this, I would be much pleased to hear from them. HENRY HOLMES, 17 Beekman St., N. Y.



PAPER.

**M. PLUMMER & CO.** furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

FOR SALE.

**5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.**

**\$1 BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.**

**FOR SALE—Electric motor, Crocker Wheeler, 1 h.-p., nearly new. Box 164, New Haven, Ct.**

**"IN her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.**

**A PROSPEROUS 80-page magazine, with plant, established 9 years and with a national reputation, is for sale cheap because of sickness. If you want a good thing address "C. E.," care Printers' Ink.**

**FOR SALE—Fine newspaper and printing business. Small city, splendid field. Doing nearly \$10,000; can be doubled. New plant. Owner detained elsewhere. Must go now if at all. "X," Printers Ink.**

BOOKS.

**RETTIG'S Newspaper Sub'n Account Ledgers. Circ's free. RETTIG NSAL CO., Platte City, Mo.**

**OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.**

**DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.**

**AMERICAN NEWSPAPER DIRECTORY for 1885 (issued June 1884). Describes and reports the circulation of 20,395 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 51 cents extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.**

ADVERTISING NOVELTIES.

**ATTENTION—Patent advertising device; biggest thing out. New invention. Exclusive territory. Send for explanatory circular. Box 791, Los Angeles, California.**

**FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.**

**SHEET MUSIC—The latest: "Private Tommy" Atkins," with your ad on, in lots of 1 M to 1 million; 20 other pieces. Write me; state quantity wanted. A. K. FARKE, 70 State St., Chicago.**

**MEMORANDUM PADS—Ruled or plain. Any size to order, in quantities, at 7 cents per pound. Fine quality, 10 cents. F. O. B. Holyoke. Cash with order. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.**

**"BEN BOLT," most popular song of the day; "Trilby" edition, fine sheet music. Your ad printed on neatly. Send for estimate, one thousand to one million. THE CURRENT PUBLISHING CO., 1806 Filbert St., Philadelphia.**

**OUR premium novelties, useful as well as ornamental, reliable, first-class in every respect. Novelties in fact as well as name, to be had only of us. Our new State maps, 1885 edition, just out; wall map, new features, retail \$3, to publishers or agents \$1. Pocket size 50 cents; vest pocket size 25 cents, indexed. A vest pocket dictionary, "The New Webster," 25 cents; in morocco, gold stamp, gold edges, 50 cents, all indexed; a wonder; guaranteed as represented. Sample to your address on receipt of price or stamp for particulars. Address REGISTER CO., 715 Pine St., St. Louis, Mo. Our new solid gold Fountain Pen for one dollar is unequaled by any on the market. Manufactured only by us.**

PRESS CLIPPINGS.

**SOUTHERN CLIPPING BUREAU, Atlanta, Ga.** Press clippings for trade journals and adv'ts.

**THE CHICAGO PRESS CLIPPING BUREAU, 35 La Salle St., Chicago.** 40 expert readers. Patrons all satisfied. We can help push your business. Write.

BILLPOSTING AND DISTRIBUTING.

**P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.**

**L. J. DAVIS, circular dist'r and billposter. Eaton & Calhoun Co's. Box 383, Olivet, Mich.**

**LLOYD'S Distributing Agency, Box 67, Matawan, N. J. Monmouth and surrounding co's.**

**IF you have signs to nail up in Western N. Y., write to J. E. STROYER CO., 323 Central Ave., Rochester, N. Y.**

**TO manufacturers and advertisers—I am an experienced distributor. Do you want me to distribute your advertising matter for you? J. A. CLOUGH, Chicago, Ill.**

ADVERTISING MEDIA.

**THE YANK, Boston, Mass., 60,000 monthly.**

**ROCKLAND, Maine, DAILY STAR. Only daily in three counties.**

**IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.**

**ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.**

**"IN her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.**

**I OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.**

**IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.**

**CURRENT EVENTS, that defines it, illustrated, monthly; 25,000 in Middle and New England States. Limited space now on cover of September number. Ask for sample copy and rates. CURRENT EVENTS CO., Rockville, Ct.**

**ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,000 copies daily; the EVENING NEWS, 2,500 copies each issue, and the WEEKLY TIMES-NEWS, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.**

ARRANGED BY STATES.

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.*

ARKANSAS.

The only morning daily published at Little Rock is

The Arkansas Gazette.

Its weekly edition is the leading secular weekly in the State. The Daily goes into the homes of merchants and professional people, and the Weekly to the farmers and laboring people. If you want to reach the newspaper readers among a State population of a million and a half of people, use the

DAILY AND WEEKLY GAZETTE.

## CALIFORNIA.

**ALWAYS AHEAD**—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

**THE** great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 156-157 World Bldg, New York, N. Y., sole agent. **13,000** weekly guaranteed.

**THE EXAMINER** has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 3, 1895.

## IOWA.

**QUALITY** as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

## LOUISIANA.

**S. W. PRESBYTERIAN**, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

**THE HOME TREASURY**, Augusta, Maine, proves 50,000 copies per month.

**ADS** in **THE INDEPENDENT**, Farmington, Me., produce results and mail orders.

## MASSACHUSETTS.

**30 CENTS** for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

## MICHIGAN.

**SAGINAW COURIER-HERALD**. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

**SAGINAW COURIER-HERALD** is delivered directly into the homes by its own carriers.

**SAGINAW COURIER-HERALD**, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

**SAGINAW Evening and Weekly NEWS**. Largest circulations in the Saginaw Valley, Mich.

**SAGINAW COURIER-HERALD** is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

## MISSISSIPPI.

**THE WATCHMAN** has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

## MISSOURI.

**KANSAS CITY WORLD**, daily exceeding 25,000, Sunday 30,000.

**"WE** have to make it good because so many read it." **MED. FORTNIGHTLY**, St. Louis.

## MONTANA.

**THE LIVINGSTON ENTERPRISE**: eight pages; all home print. Circulation exceeds 1,000.

**ANACONDA STANDARD**. Circulation three times greater than that of any other daily or Sunday paper in Montana; 10,000 copies daily.

## INDIANA.

**THE COURIER**, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

## NEVADA.

**THE WEEKLY COURIER**, Genoa. Six pages. All home print. Leads in Nevada.

## NEW JERSEY.

**BRIDGETON** (N. J.) **EVENING NEWS** leads all South Jersey papers in circulation. Space ads 15 cents, 15 cents, 25 cents an inch an insertion.

## THE EVENING JOURNAL,

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

## NEW YORK.

**100,000 READERS** in 15,000 offices. **THE NATIONAL PROVISIONER**, 284 Pearl St., New York.

**QUEEN OF FASHION**, New York City. Issued monthly. A million copies a year.

## ELMIRA TELEGRAM.

ELMIRA, N. Y.

**Known Circulation Over One Hundred Thousand Copies Weekly.**

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

## OHIO.

**THE Mansfield (Ohio) News**; proved circulation—daily 3,000, weekly 5,000 copies.

**LARGEST** circ'n of any Prohibition paper in nation: **BRACON** and **NEW ERA**, Springfield, O.

**"THE** leading Ohio country daily—**THE PIQUA CALL**—receives the Associated Press report."—*New York World*.

**THE** circulation of the **PIQUA DAILY CALL** is greater than that of all the other Piqua dailies combined. It has no competitors.

**FINDLAY** (O.) **REPUBLICAN** is the best newspaper in all respects published in any 30,000 city in the United States. Circulation—daily, 5,000; weekly, 2,000.

**PIQUA**, Ohio, has grown to be a city of 13,000. It is the third city in this country in the production of linseed oil, and "Piqua brand" of strawboard stands at the head. There are only 15 cities in Ohio whose manufacturers pay a greater amount for labor.—*New York Tribune*.

**THE Piqua, Ohio, CALL** is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news—having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. Piqua is connected by electric railway with Troy, Ohio—a town seven miles distant, having a population of 4,000, and **THE PIQUA CALL** has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address H. D. LACOSTE, 38 Park Row, N. Y.

## OKLAHOMA.

**THE GUTHRIE DAILY LEADER**, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

## PENNSYLVANIA.

**THE PATRIOT**, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 5,000 daily, 5,000 weekly. Rates low. Population 54,000.

**N**O daily in Pennsylvania or elsewhere either, for that matter, has a more desirable circulation than the **Chester Times**. It reaches 32,000 people in the garden spot of the Keystone State. **WALLACE & SPROUL**, Chester, Pa.

## RHODE ISLAND.

**THE HOME GUARD**, Providence, R. I. Tenth year. Circulation 50,000.

## SOUTH CAROLINA.

**T**HE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,600 post-offices in South Carolina.

## TENNESSEE.

**MEMPHIS MEDICAL MONTHLY**, Memphis, Tenn. Only medical periodical published in the Miss. Valley between St. Louis and New Orleans. Established 1880.

## VERMONT.

**T**HE **Burlington FREE PRESS** has largest Daily and Weekly circulation in Vermont.

## VIRGINIA.

**T**HE **STATE**, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

## WASHINGTON.

**S**EATTLE TIMES.

**S**EATTLE TIMES is the best.

**S**EATTLE POST-INTELLIGENCER.

**T**HE TIMES is the home paper of Seattle's 60,000 people.

**S**EATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

**"I**N HER POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

**THE SPOKANE SPOKESMAN-REVIEW**  
Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

## WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 35,000.

## CANADA.

**T**HE largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John.—*From Printers' Ink*, issue of May 5, 1895.

## MEXICO.

**A**T least twenty-five American missionaries recommend and solicit subscriptions for **EL FARO** wherever they visit. Apartado 305, Mexico City.

## SO. &amp; CEN. AMERICA.

**S** Shrewd advertisers use **PANAMA STAR & HERALD**.

## CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$15, 6 months for \$6.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$26 a year, or \$2 a month, for each line of "pearl space" occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

## AGRICULTURE.

**HOME AND FARM**, Louisville, Ky.  
**WISCONSIN AGRICULTURIST**, Racine, Wis.  
**WISCONSIN AGRICULTURIST**, Racine, Wis.

## COAL.

**COAL TRADE JOURNAL**, New York City.

## DAIRYING.

**The American Creamery**, Chicago.

## FASHIONS.

**QUEEN OF FASHION**, N. Y. City.  
Issued monthly. A million copies a year.  
**THE WAVE**, San Francisco, Cal. 13,000 weekly.

## FRIENDS.

**FRIENDS' INTELLIGENCER**, Philadelphia. Established 1844. Circulation 3,500.

## HISTORICAL.

**THE AMERICAN HISTORICAL REGISTER**, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 120 S. Sixth St., Philadelphia, Pa.

## HOMOEOPATHY.

**HOMOEOPATHIC RECORDER**, Phila., Pa.

## LARGEST CIRCULATIONS.

**ELMIRA**, N. Y., TELEGRAM: Over 100,000 weekly.

## LITERATURE.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

## MEDICINE AND SURGERY.

**MEDICAL SENTINEL**, sworn cir. Portland, Or.

## SOCIETY.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

## SPANISH.

**REVISTA POPULAR**, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

## SUNDAY PAPERS.

**ELMIRA**, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

## TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

## TYPEWRITERS.

**PHONOGRAPHIC WORLD**, New York City.

## WELSH.

**Y DRYCH**. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address Y DRYCH, Utica, N. Y.

## WOMEN.

**QUEEN OF FASHION**, New York City.  
Issued monthly. A million copies a year.

## AS OTHERS

*From ALFRED E. ROSE, President H-O Company, N. Y.*

Doing as much advertising as we do, it is next to impossible for us to trace results. All that we can expect is to watch the general effect of certain lines of advertising one year, and perhaps a different line another year and note the result. Among good mediums, we believe street car advertising is among the first when properly conducted. "PROPERLY CONDUCTED" implies the right cars, the right display, and the right service. We are glad to be able to state from a number of years' experience with your firm, that we have found your service efficient, your dealings honorable, and your system as nearly perfect as so comparatively new a branch of advertising could be made.

*From the CLEVELAND BAKING POWDER CO., New York.*

*Messrs. Carleton & Kissam, Boston, Mass.*

GENTLEMEN—The old saw about comparisons is so trite and so true that we won't even quote it, but it is enough to say that while we have been harassed by many a doubt as to the advisability of advertising in many street cars, it has never occurred to us to question the real value Messrs. Carleton & Kissam have given us in lines controlled by them. You have carried out the work so promptly and effectively that we feel that you might open a Training School for some who are going into the same line as yourselves.

... CARLETON &

50 BROMFIELD ST., BOSTON.

# SEE US :

From T. E. DOUGHERTY, Proprietor of  
Dougherty's New England Condensed Mince Meat.  
CHICAGO, ILL.

You are aware that I consider street car advertising a very satisfactory medium when contracts are made upon a fair and reasonable basis, and are faithfully executed.

There seems to be, however, a growing tendency among agents in this line to crowd prices above the real value of the space to general advertisers. Such efforts, if persisted in, must eventually injure the business, by discouraging the large advertisers and cause them to seek other channels through which to reach the public.

Another practice which is quite common and which is to be deprecated, is that of basing contracts upon a number of cars in **excess of the actual "full-time" cars.**

Your firm seem to have set yourselves resolutely against these "tricks of the trade," and by strict adherence to a liberal and honorable policy, have fairly won the confidence of advertisers.

The fact that I increase my contracts with you annually tells more forcibly than words the measure of my satisfaction with the treatment my business has received at your hands.

From J. C. AYER CO.

LOWELL, MASS., Oct. 5th, 1894.

*Messrs. Carleton & Kissam,  
50 Bromfield St., Boston, Mass.*

GENTLEMEN—Our opinion of surface car advertising in the lines controlled by you cannot, perhaps, be better expressed than by the inclosed contract, which you will note renews our obligations to you, for space for another year, in your entire list of cars. Your treatment of our contract, during the past year, was all we could ask for, and in every particular satisfactory.

# & KISSAM ...

POSTAL TELEGRAPH B'LD'G, NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**137** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

**138** Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

**139** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at same rate.

**140** If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET,  
CHICAGO AGENTS,  
BENHAM & INGRAHAM, Room 24, 145 La Salle St.  
LONDON AGENT,  
F. W. SEARS, 138 Fleet St.

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NEW YORK, JULY 24, 1895.

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AN ad in the newspaper will get in its good work when it's too stormy for your drummer to travel.

A PUBLISHER's problem: Whether it is wiser to sell a twelve-hundred-dollar advertisement for one thousand dollars cash in hand, or to extend credit for the whole amount and never collect anything.

THERE are indications that combinations among newspaper publishers, binding themselves not to advertise, are falling into disfavor with the fraternity. The extent to which these agreements have been entered into by men who depend upon advertisements for existence is one of the surprises of the time.

THE St. Louis *Republic* is sending out a corps of correspondents who will "review Texas, past and present, and call the attention of the entire country to the great future possibilities of the State." The letters of these correspondents will be supplemented by the issue of a special Southern edition in September, in which trade facilities, etc., in the Southwest will be more completely covered.

OF the New York special agents, Richardson, Beckwith, Van Doren, Billson and Perry have Chicago offices. With the two named first this has been true for a long time. With the others it is only one of many indications of a growing patronage and extending usefulness. A discriminating observer says that the Van Doren Special Agency is the model one among them all for the perfection and fairness of its business methods.

WOMEN admire handsome men. Why not use handsome men's pictures, then, in advertisements appealing particularly to the gentler sex? Such ads would certainly be attractive, besides lending a pleasing variety to the back pages of the magazines. But the real trouble is to find handsome men to make pictures of.

PRINTERS' INK has no hesitation in pronouncing the series of Pearline advertisements to be the best that have appeared in American newspapers and periodicals during the past few years. The excellence of this advertising has consisted not only of wording and display, but also in positions secured and the choice of mediums.

NEW ZEALAND sells advertising space on its postage stamps. The ads are printed on the backs of the stamps—one advertisement on each stamp—before they are gummed. Thus, the manufacturers of soap, cocoa, cigarettes, shirts, etc., who are not so represented by ads, are reduced to the distasteful necessity of reading the announcements of their rivals every time they lick a postage stamp.

THE Scott & Bowne advertising is once more to be placed by an advertising agency. The firm had little trouble about being allowed the agent's commissions, but the trouble seemed to be that the cost tended to grow larger all the time notwithstanding. Now it will be a question whether the agent will be content with a mere commission on the net prices last paid, or insist upon a further cut in addition.

AN unsealed circular, printed in type, is third-class matter, mailable at one cent for two ounces. An addition to this circular, if printed with a hand stamp, makes it first-class matter. If the addition is printed on a press, the circular will still be third-class matter. If the entire circular is printed with a hand stamp, it is third-class matter. If it is made up of several imprints of different hand stamps, it will still be third-class matter. It would be a step in advance and in the direction of common sense to charge letter postage on sealed matter and circular postage on such as is sent unsealed. It is cruel to tire out the intellect of postal officials in deciding whether an autograph was printed on a hand press or merely with a hand stamp.

THE Title Guarantee and Trust Company of New York, office 55 Liberty street, undertake to verify statements put forth by alleged real estate owners. For the very moderate fee of three dollars and a half this company will, within twenty-four hours, return a search which will set forth the present owner, as shown by the last conveyance of record, and all unsatisfied mortgages of record affecting any piece of property in New York and Kings counties. From such a search it is possible quickly to verify statements as to the ownership and value of, and amount of equity in, real estate, which statements are made to obtain credit.

It is admitted on all sides that the one New York special agent who secures most advertising for the papers he represents is Mr. S. C. Beckwith. No one can tell for certain just what is the reason for this state of affairs; but everybody knows that for many years the one largest patron of PRINTERS' INK has been this same successful special agent. When he consents to represent a new paper the advertisers of America are at once told about that paper's good qualities in the advertising pages of PRINTERS' INK, and the result is soon apparent to all. Publishers sometimes change their special agents, but it is noted that when Mr. Beckwith's services are once secured changes do not thereafter occur. In the first six weeks of his engagement Mr. Beckwith forwarded more than \$40,000 in new advertising orders to a new paper recently taken on by him.

A. J. KENDRICK, publisher of the Ft. Smith *Art News-Record*, was convicted July 2d in the United States District Court, at Ft. Smith, of using the mails to perpetrate a fraud on the Price Baking Powder Co. The latter had paid for the publication of a full-page advertisement in the *News-Record* of October 18, 1894, and the evidence showed that the advertisement had been printed in but five copies of the edition. E. H. Brown, advertising manager of the Price Baking Powder Co., appeared as the chief witness for the government. The conviction of Kendrick is of especial interest to newspaper men and advertisers in this surprising question which it raises: If a publisher can be punished by the government for using the mails for col-

lecting on an advertisement that appeared in but five copies instead of the entire edition of a paper, couldn't he be punished for using them for collecting on an advertisement that appeared in an edition of 5,000 copies when he had represented it would have 10,000? Should Uncle Sam decide to act in keeping with the Ft. Smith case it would probably make things uncomfortably lively for the circulation liar.

A DECISION of interest to advertisers was recently made in the U. S. Circuit Court at New York. The American Grocery Co. had obtained by purchase from the receivers of the Thurber-Whyland Co. the right to use the trademark Momaja, as a distinctive name for a brand of roasted coffee. Bennett, Sloan & Co. recently put out a brand of coffee, under the name of Mojava, which the rival concern claimed was an infringement on its trade-mark, and applied for an injunction to restrain the defendants from using it. The defendants had claimed that the name was adopted so as to differentiate as much as possible between the two brands, and in granting the temporary injunction Judge Lacombe said: "The result of defendants' efforts in that direction is somewhat startling. \* \* \* Certainly they did not get very far away; in fact from the point of view of a Court of Equity it looks much less like a departure than it does like an approach, and it may well be apprehended that if defendants continue to use the word 'Mojava' they run considerable risk of confusion with the unpopular and unsalable brand from which they wanted 'strictly to differentiate' their own title. In the light of decisions which find infringing resemblance between 'Cottaleo' and 'Cottolene,' between 'Cellonite' and 'Celluloid,' between 'Wamyesta' and 'Wamsutta,' between 'Maizharina' and 'Maizena,' between 'Saponite' and 'Sapolio,' there is little difficulty in disposing of this case. Motion for injunction *pendente lite* is granted."

#### AN ESSENTIAL LACKING.

The goods were new and fresh,  
The store was clean and neat,  
The clerks were all polite,  
But the owner indiscreet.  
The store was unsuccessful.  
The reason you'll surmise,  
Tho' the owner was a hustler,  
He didn't advertise.



### THE MISSOURI VALLEY.

Extending north to the Dominion of Canada and south between the Ohio basin on the one side and the far Western Division on the other is the great Missouri Valley, which contains the States of:

|            |               |
|------------|---------------|
| Iowa,      | Missouri,     |
| Kansas,    | Nebraska,     |
| Minnesota, | North Dakota, |
|            | South Dakota. |

They cover more than half a million square miles and in 1890 were credited with a population of 8,890,439—about one-third of which was of foreign birth or parentage. The Germanic nations were represented by over half a million residents, Skandinavia by almost as many more and Great Britain and Ireland by over 275,000. The more than 900,000 farms, valued at over \$2,900,000,000, were estimated to produce an annual product worth over \$544,000,000, while the annual yield from manufactories of all kinds was placed at over \$850,000,000 and the mineral product at nearly \$50,000,000.

In this Valley Section there are 4,193 newspapers and periodicals—297 of which are issued daily.

The following is a complete list of all newspapers in this division, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 10,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating ex-

pressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters.

#### Dailies.

|                     |                  |         |
|---------------------|------------------|---------|
| St. Louis, Mo.....  | Chronicle,       | *78,523 |
|                     | Republic,        | *57,335 |
| Kansas City, Mo.... | Star,            | *56,830 |
| St. Louis, Mo.....  | Globe-Democrat,  | *51,058 |
|                     | (Sunday *74,335) |         |
|                     | Post-Dispatch,   | *46,684 |
|                     | (Sunday *63,676) |         |
| Minneapolis, Minn.  | Journal,         | *38,930 |
| St. Paul, Minn..... | Pioneer Press,   | *23,720 |
|                     | (Sunday *28,189) |         |
|                     | Dispatch,        | *22,060 |
| Omaha, Neb.....     | Bee,             | *21,750 |
| Kansas City, Mo.... | Journal,         | *20,500 |
|                     | (Sunday *30,250) |         |
| Minneapolis, Minn.  | Tribune,         | 20,000  |
|                     | (Sunday 17,500)  |         |
| Kansas City, Mo.... | Times,           | 20,000  |
| St. Louis, Mo.....  | Evening Star-    |         |
|                     | Sayings,         | *20,000 |
| Omaha, Neb.....     | World-Herald,    | *18,787 |
|                     | (Sunday *17,893) |         |
| Kansas City, Mo.... | World,           | *15,000 |
|                     | Drovers' Tele-   |         |
|                     | gram,            | *13,564 |
| Minneapolis, Minn.  | Penny Press,     | 12,500  |
|                     | Times,           | 12,500  |
|                     | (Sunday 17,500)  |         |
| St. Paul, Minn..... | Globe,           | 12,500  |

#### Semi-Weeklies.

|                     |               |         |
|---------------------|---------------|---------|
| St. Paul, Minn..... | Volkszeitung, | 17,500  |
| Topeka, Kan.....    | Capital,      | *15,153 |

#### Weeklies.

|                     |                  |          |
|---------------------|------------------|----------|
| St. Louis, Mo.....  | Republic,        | *125,384 |
| Kansas City, Mo.... | Star,            | *100,000 |
|                     | Globe-Democrat,  | *95,971  |
| Omaha, Neb.....     | Bee,             | *41,500  |
| Kansas City, Mo.... | Journal and Ag-  |          |
|                     | riculturist,     | *38,400  |
| Decorah, Iowa.....  | Posten og ad     |          |
|                     | Vernen,          | *35,745  |
| Kansas City, Mo.... | Sunday Sun,      | *32,435  |
| Minneapolis, Minn.  | Svenska Ameri-   |          |
|                     | kanska Posten,   | *32,300  |
| St. Louis, Mo.....  | Der Herold des   |          |
|                     | Glaubens,        | *31,680  |
| St. Paul, Minn..... | National Report- |          |
|                     | er System,       | *29,287  |



|                        |                   |         |                         |                   |         |
|------------------------|-------------------|---------|-------------------------|-------------------|---------|
| St. Paul, Minn.....    | Pioneer Press,    | *28,050 | Cedar Rapids, Iowa..... | K v i n d e n o g |         |
| St. Louis, Mo.....     | Die Abendschule,  | *27,500 |                         | Hjemmet,          | *15,270 |
| Des Moines, Iowa.....  | Iowa State Reg-   |         | St. Louis, Mo.....      | Deutscher Miss-   |         |
|                        | ister,            | *27,213 |                         | ions-Freund,      | *14,000 |
| St. Louis, Mo.....     | Mirror,           | *23,000 | Charles City, Iowa..... | Iowa Teacher,     | 13,500  |
| Des Moines, Iowa.....  | Homestead,        | 20,000  | Kansas City, Mo.....    | Mo. and Kansas    |         |
| Kansas City, Mo.....   | Times,            | 20,000  |                         | Farmer,           | *12,500 |
| St. Louis, Mo.....     | Amerika,          | 20,000  | St. Louis, Mo.....      | Am. Journal of    |         |
|                        | Central Christian |         |                         | Education,        | 12,500  |
|                        | Advocate,         | 20,000  |                         | Home, Farm and    |         |
|                        | Christian Evan-   |         |                         | Factory,          | 12,500  |
|                        | gelist,           | 20,000  |                         | Kunkel's Music-   |         |
|                        | Journal of Agri-  |         |                         | al Review,        | 12,500  |
|                        | culture,          | 20,000  |                         | Self Culture,     | *12,500 |
|                        | O u r Y o u n g   |         | Cedar Rapids, Iowa..... | Western Pen-      |         |
|                        | Folks,            | *20,000 |                         | man,              | *12,416 |
|                        | Sporting News,    | 20,000  | Lyons, Kan.....         | Weavers' Herald,  | *10,718 |
| Kansas City, Mo.....   | Packer,           | *18,212 | Cedar Falls, Iowa.....  | Loyal Workman,    | *10,004 |
| Topeka, Kan.....       | Advocate,         | 17,500  | Kansas City, Mo.....    | Nat'l Thresher-   |         |
| St. Louis, Mo.....     | Christian Advo-   |         |                         | man,              | *10,000 |
|                        | cate,             | 17,500  | St. Louis, Mo.....      | Altruist,         | *10,000 |
|                        | Colman's Rural    |         |                         |                   |         |
|                        | World,            | 17,500  |                         |                   |         |
|                        | Critic,           | 17,500  |                         |                   |         |
| Lincoln, Neb.....      | State Journal,    | 17,500  |                         |                   |         |
| Minneapolis, Minn..... | Svenska Folkets   |         |                         |                   |         |
|                        | Tidning,          | 12,500  |                         |                   |         |
| St. Louis, Mo.....     | Church Progress,  | *12,500 |                         |                   |         |
|                        | Life,             | 12,500  |                         |                   |         |
|                        | North American    |         |                         |                   |         |
|                        | Review,           | 12,500  |                         |                   |         |
| St. Paul, Minn.....    | Der Wanderer,     | *11,909 |                         |                   |         |
| St. Louis, Mo.....     | Central Baptist,  | *11,035 |                         |                   |         |
| Des Moines, Iowa.....  | Farmers' Trib-    |         |                         |                   |         |
|                        | une,              | *10,000 |                         |                   |         |
| St. Louis, Mo.....     | Farm Machin-      | *10,000 |                         |                   |         |
|                        | ery,              |         |                         |                   |         |

**Semi-Monthlies.**

|                        |                         |         |
|------------------------|-------------------------|---------|
| Minneapolis, Minn..... | Housekeeper,            | 75,000  |
| St. Louis, Mo.....     | D e r F r i e d e n s - |         |
|                        | bote,                   | *21,600 |
| Des Moines, Iowa.....  | Live Stock and          |         |
|                        | Western Farm            |         |
|                        | Journal,                | 12,500  |
| Vinton, Iowa.....      | Railroad Tele-          |         |
|                        | grapher,                | 12,500  |
| Omaha, Neb.....        | Cultivator,             | 12,500  |
| Aberdeen, S. D.....    | Dakota Farmer,          | 12,500  |

**Monthlies.**

|                         |                    |         |
|-------------------------|--------------------|---------|
| St. Louis, Mo.....      | Butchers' and      |         |
|                         | Packers' Mag-      |         |
|                         | azine,             | *36,082 |
|                         | Medical Brief,     | *32,667 |
|                         | St. Louis Mag-     |         |
|                         | azine,             | *26,500 |
| Omaha, Neb.....         | Sovereign Visi-    |         |
|                         | tor,               | *25,000 |
| Cedar Rapids, Iowa..... | Railway Con-       |         |
|                         | ductor,            | *20,000 |
| St. Paul, Minn.....     | Humane World,      | *20,000 |
| St. Louis, Mo.....      | Chaparrone Mag-    |         |
|                         | azine,             | 20,000  |
|                         | Home Circle,       | 20,000  |
|                         | Inland Illustr't'd |         |
|                         | Christian En-      |         |
|                         | deavor Month-      |         |
|                         | ly,                | 20,000  |
|                         | W o r d a n d      |         |
|                         | Works,             | 20,000  |
|                         | Woman's Farm       |         |
|                         | Journal,           | *18,500 |
| Seward, Neb.....        | Nebraska Work-     |         |
|                         | man,               | *17,855 |
| Minneapolis, Kan.....   | Kansas Work-       |         |
|                         | man,               | 17,500  |
| St. Paul, Minn.....     | Northwest Mag-     |         |
|                         | azine,             | 17,500  |
|                         | Northw'n Odd-      |         |
|                         | Fellow Re-         |         |
|                         | view,              | *15,500 |

**Quarterlies.**

|                     |                 |        |
|---------------------|-----------------|--------|
| St. Louis, Mo.....  | Bible Student,  | 20,000 |
| St. Paul, Minn..... | Travelers' Mag- |        |
|                     | azine,          | 12,500 |

The St. Louis dailies, but especially the larger weeklies of the dailies, circulate not only in the Missouri Valley but also in the Southwestern Section and a part of the far West. For additional and more local advertising the dailies credited with a circulation of over 5,000, but not included in the above list, should be considered. They are as follows:

|                       |                  |        |
|-----------------------|------------------|--------|
| Wichita, Kan.....     | Eagle,           | *9,912 |
|                       | (Sunday *10,137) |        |
| Topeka, Kan.....      | Capital,         | *8,744 |
|                       | (Sunday *10,335) |        |
|                       | State Journal,   | *8,418 |
| Sioux City, Iowa..... | Journal,         | *8,030 |
| Des Moines, Iowa..... | Iowa State Reg-  |        |
|                       | ister,           | *7,614 |
|                       | (Sunday *9,840)  |        |
| St. Louis, Mo.....    | Amerika,         | 7,500  |
|                       | Die Westliche    |        |
|                       | Post,            | 7,500  |
| Lincoln, Neb.....     | State Journal,   | 7,500  |
| St. Joseph, Mo.....   | News,            | *6,900 |
| Sioux City, Iowa..... | Tribune,         | *6,570 |
| St. Joseph, Mo.....   | Gazette,         | *5,500 |

It is a pleasure to note that in this list of dailies all but three state their exact circulation in figures that are guaranteed. The Lyons, Iowa, *Clinton County Advertiser*, although not a daily, is such a good tri-weekly, with a guaranteed circulation each issue of 6,602, that it really should be included.

For more thorough advertising to reach locally the smaller but still important towns and villages, a careful selection can easily be made by studying the American Newspaper Directory.

**HIS LIMITATIONS.**

The Postmaster-General is a pretty big man, but even he can't get a discount at the post-office when he is buying a postage stamp.—*Somerville Journal*.

## COL. BROWN'S OPINIONS.

Col. R. B. Brown, of the Zanesville, O., *Courier*, is chairman of the executive committee of the Associated Ohio Dailies. At the recent meeting of this association the Colonel was wide awake and these are some of the things he is reported as saying:

There are some newspapers in Ohio which, so far as I know, are only read by the editor and the devil.

I suppose that in the average newspaper the publisher relies upon the advertiser for about 60 per cent of his revenue.

I cannot live without my home advertiser, and he has come to understand that he pays a smaller price to all our three papers than the foreign advertisers.

I know of no higher development in human wickedness, of absolute intent to deceive and defraud, than a fellow that lies awake at night conjuring up a new position in a newspaper.

To give a foreign advertiser a place in your paper that you would not dare give your home advertiser is a discrimination not to be defended by laws of newspaper trade and comity.

It is important that the publisher should know that every statement that enters his paper, whether voluntary or paid for by the advertiser, conveys an exact statement of the

facts, and he should be particularly careful, when he gives the man who has paid for his space in his paper a prominent place—he should be especially careful to know that that man tells the exact truth.

The foreign advertising agent as a rule does not intend to pay a fair value and he says it upon the statement, too oft repeated to every newspaper manager and solicitor, that he can never tell when he has struck bottom.

This matter of rates must be a matter of honor. The advertising agent who travels around the country is the most prolific liar I have ever known. He is paid \$150 a month for lying. The better liar he is the more he gets.

The aggregate circulation of the American and Canadian dailies reaches the enormous number of 6,500,000—a daily newspaper for each two families. We print a little over 16,000 weekly publications—two papers for each of the 13,000,000 families in this country.

## THEY PLUNGE.

Many merchants who are ultra conservative in other business matters are simply speculators when it comes to advertising. They plunge into expenditure without a preconceived plan based upon the dozen factors which are involved in the potentialities of success in their particular instance. With all the elements of chance thus present, they are gamblers pure and simple. In all advertising there is more or less speculation, but they ignore all the established principles which are fundamental and fixed and play with loaded dice against fate.—*Keystones*.

## There's Money in The Press



“THE PRESS, the most widely circulated Republican newspaper.”—*N. Y. Evening Post*, Aug. 2, 1888.

Since 1888, THE PRESS has grown in strength and importance. It is still growing and will keep on growing. It is officially recognized by the Republican State and County Committees as the leading Republican newspaper of the Empire State. With progressive advertisers,

# The New York Press

is the standard by which other papers are rated.

# CONVEYING THE RIGHT IMPRESSION.

"Shall I advertise with space or locals?" asked a business man to the editor of an established paper. The editor answered: "If you are going to advertise a shoat for sale, a few lines of local is enough. If you have a \$10,000 stock of goods, two lines would not convey the impression you wish conveyed. Take space to correspond with the business you conduct, and you will create an impression on the purchasing public that will be a lasting benefit."—*Ex.*

## WHERE THE ALMANACS GO.

A canvass was made of twenty drug stores in Philadelphia, last week, to see how they handled circulars sent to them for distribution. Over four tons of fine printing was bought up at the uniform rate of one-quarter cent a pound. The lot included over 3,000 almanacs. How does this strike you, Mr. Advertiser?—*The Sun, Philadelphia.*

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WISCONSIN AGRICULTURIST,  
RACINE, WIS.**

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York. **13,000** weekly York, N. Y., sole agent. **13,000** guaranteed.

# HARRISBURG PATRIOT

8,000 DAILY

Leading Newspaper  
at the  
State Capital.

For prices, etc., address

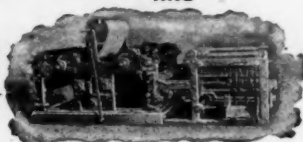


Mary Trumble, for three years employed in the family of Mr. M. A. Rowan, editor of the Oshkosh, Wis., *Signal*, said in an interview on the 23d of May, 1895: "I am only too glad to give my experience with the Ripans Tabules, and I hope some fellow sufferer will be led to find a cure in them, as I was. For more than two years I never knew what it was to be free from that awful disease, dyspepsia. I also had almost constantly a dull headache over my eyes. I felt so badly most of the time that I could not do my work as I should do. I became discouraged, broken down. One day Mrs. Rowan, my employer, gave me a few Ripans Tabules and told me to try them. I had spent nearly all my savings for months in doctoring and for different kinds of medicine, that seemed to do me no good, but as these were given to me I thought I might try them. I used these (about a dozen) and then bought a box. The result was I felt like another woman, and I am now almost entirely free of my trouble with my stomach, and the headache is all gone. I always keep the Tabules on hand, and take one now and then as I feel I need it. They have truly worked wonders for me." (Signed) Mary Trumble, 52 Pleasant Avenue, Oshkosh, Wis.

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce st., New York. Sample vial, 10 cents.

A SMALL MAN, A BIG BOY  
AND

THE NEW



MODEL WEB

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.  
Chicago. CAMPBELL PRINTING PRESS & MFG. CO., New York.

*A few advertisers who use*

## SATURDAY TELEGRAM, MANCHESTER, N. H.

Quaker Oats, Beecham's Pills, Sapiole, Winslow's Soothing Syrup, None-Such Mince Meat, Cuticura, Cleveland Baking Powder Co., Johnson's Anodyne Liniment, Hood's Pills, Baker Pill Co., Cornish & Co., New England Piano Co., Dr. Kilmer's Swamp Root Bitters, Paines' Celery Compound, Hood's Sarsaparilla, No-to-bac, X-Zalia, etc.

**Pretty Good Company For You To Be In.**

*I would be pleased to make you rates.*

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.

Paper and Press (Illustrated Monthly) Reaches  
and  
CIRCULATES TO BUYERS  
Press  
those who do  
four-fifths of  
all the buying  
in your line

Expert  
Advertising  
Department  
tells how to  
write and set ads  
and—will prepare and  
set an ad for you free  
of charge for insertion  
in the Typothetae  
Souvenir

# PAPER AND PRESS

***"Rich is the Harvest and to Overflowing."***

Prices are going up, renewed business confidence and prosperity is again in the land.

You can reach the homes of **100,000** farmers, live stock men, poultrymen and dealers in pet stock of all kinds, and a class of buyers for general merchandise not excelled.

Place your advertisement with us and thus increase your sales and your mail trade.

**GOOD RESULTS SERVICE** FROM OUR **100,000** **GUARANTEED CIRCULATION**

Address **THE AMERICAN FARMER, Washington, D. C.**  
Or **BYRON ANDREWS, Manager Branch Office, World Building, N. Y. City.**

You have only yourself to blame if your printing is not what it should be. For the past two years I have been continually telling you that I am prepared to furnish you the best printing to be had anywhere in the United States, and charge you no more than you are now paying for an inferior kind. For setting up and furnishing an electro of an ad the size of a quarter page in the magazines my charge is from \$1.50 up. I will print 1,000 business cards for \$1.50; 1,000 eight-page booklets—heavy linen paper—for \$10.00. Cash must accompany order for any of the three offers. Address **WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.**

We want to emphasize the fact that to effectively reach the homes of . . .

**DAYTON, OHIO,**

YOU REQUIRE THE

**MORNING TIMES**

. . . AND

**EVENING NEWS**

With a combined circulation of **14,000 daily.**

Leading family papers of that section.

Any information of

**H. D. LACOSTE,**  
38 PARK ROW,  
NEW YORK.

**SPECIAL**  
**NEWSPAPER**  
**REPRESENTATIVE.**

**If You Put An Ad In  
The Kansas City Star  
It Pays.**

Local advertisers have proved this pudding by eating it. There is no better test of an advertising medium than the volume of its home display advertising, except the number of its "want" ads. Both tests prove THE STAR's supremacy. No other Kansas City paper prints one-sixth as many paid "want" ads as THE STAR carries.

**Its 60,000  
Guaranteed Daily Paid Circulation  
Does It.**

Chicago Office,  
1320 Masonic Temple,  
W. T. DAVIS, Mgr.

New York Office,  
80 Times Building,  
FRANK HART, Mgr.

**...The Peoria...  
Evening Times**

**Only Penny Paper in Central Illinois.**

The circulation more than doubled in two weeks after the price was reduced to one cent, and continues to grow like corn in warm June rains.

**Peoria Has 60,000 People**

and THE EVENING TIMES already has a larger circulation in the city and suburbs than any other evening paper.

THE EVENING TIMES having successfully passed a year of probation now solicits its share of business. It will give good returns.

Address

**THE EVENING TIMES, Peoria, Ill.**

Doubt  
There  
Can  
Be  
No  
Doubt  
About  
  
The  
Peterson  
Magazine  
  
It  
Pays  
Advertisers



Penfield Pub. Co.  
109-111 Fifth Ave.,  
New York.



FRANK E. MORRISON,  
Special Agent,  
500 Temple Court,  
New York.

The  
Eight  
Business  
Bringers

|                         |       |         |
|-------------------------|-------|---------|
| Sunday School Times     | -     | Age, 37 |
| Lutheran Observer,      | - - " | 68      |
| Presbyterian Journal,   | - - " | 19      |
| Ref'd Church Messenger, | - "   | 62      |
| Episcopal Recorder,     | - - " | 74      |
| Lutheran,               | - "   | 33      |
| Christian Instructor,   | - - " | 51      |
| Christian Recorder,"    |       | 42      |

225,000 actual subscribers.  
1,000,000 actual readers.

THE RELIGIOUS PRESS  
ASSOCIATION,  
1200 Chestnut Street,  
Philadelphia, Pa.

# My Strictly Cash in Advance

...PRICE LIST FOR...

## Fine Printing Inks

### Blacks.

No black ink was ever made that I am not glad to duplicate for one dollar a pound. 1 lb. \$1, 10 lbs. \$10, ¼ lb. 25 cents.

I have a special cut ink which I sell only in 10-lb. cans, at \$5 a can, and it is considered the best and cheapest working ink ever seen. It is specially adapted to half-tone work, such as appears in the best printed monthly magazines.

|                                                                          |                                               |
|--------------------------------------------------------------------------|-----------------------------------------------|
| Book Ink, put up in 10-lb. cans for \$1 a can.                           | Extra Job Black, in 3-lb. cans for \$1 a can. |
| Fine Book Cut, " 5-lb. "                                                 | Extra Hard Finish Job, " " "                  |
| Printers' Ink Cut, put up in any size cans at twenty-five cents a pound. | Nubian black, " " "                           |
| Extra Fine Cut, put up in any size cans for \$1 a pound.                 | Raven Black, " " "                            |
| Fine Card and Job, put up in any size cans for \$1 a pound.              | Bond Paper Job, " " "                         |

### Reds.

|                |                 |            |               |
|----------------|-----------------|------------|---------------|
| Brilliant Red. | Carminated Red. | Label Red. | Railroad Red. |
|----------------|-----------------|------------|---------------|

Put up in 3-lb. cans for one dollar a can.

|                 |                |                   |                     |
|-----------------|----------------|-------------------|---------------------|
| Crimson Lake.   | Gloss Red.     | Bengal Red.       | Vermillion English. |
| Florentine Red. | Rose Lake.     | Imperial Red.     | Cherry Red.         |
| Geranium Lake.  | Cardinal Lake. | Jacqueminot Lake. | Antique Red.        |

Put up in ¼-lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

|                 |                      |                          |                 |
|-----------------|----------------------|--------------------------|-----------------|
| Golden Red.     | Extra Fine Lake Red. | Scarlet Lake.            | Bronze Crimson. |
| Bronze Scarlet. | Imperial Carmine.    | Superior French Carmine. |                 |

Put up in ¼-lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

No red ink is made on this earth that I am not glad to match for two dollars a pound, or a ¼ pound for fifty cents. A 5-lb. can of best Poster Red I sell for one dollar.

### Blues.

|                   |                    |              |            |
|-------------------|--------------------|--------------|------------|
| Ultramarine Blue. | Bronze Blue No. 1. | Medium Blue. | Dark Blue. |
|-------------------|--------------------|--------------|------------|

Put up in 3-lb. cans for one dollar a can.

|                         |                   |                  |                               |
|-------------------------|-------------------|------------------|-------------------------------|
| Extra Fine Bronze Blue. | Milori Blue Dark. | Fine Light Blue. | Fine French Ultramarine Blue. |
| Blue Black.             | Lake Blue.        | Peacock Blue.    | Antwerp Blue.                 |
| Royal Blue.             | Cerulean Blue.    | Golden Blue.     | Violet Blue.                  |
|                         | Cobalt Blue.      | Bremen Blue.     |                               |

Put up in ¼-lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No blue ink was ever made that I am not glad to match at one dollar a pound, or twenty-five cents a ¼ pound. A 5-lb. can of best Poster Blue I sell for one dollar.

### Purples.

|                |         |               |                |          |
|----------------|---------|---------------|----------------|----------|
| Bronze Purple. | Violet. | Royal Purple. | Bronze Violet. | Magenta. |
|----------------|---------|---------------|----------------|----------|

Put up in ¼-lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

Imitation Typewriter Purple, used for printed circulars. Put up in ¼-lb. cans at twenty-five cents a can, or in larger cans at one dollar a pound.

No purple ink was ever made that I am not glad to match for two dollars a pound, or fifty cents a ¼ pound.



## Greens.

Light Green. Medium Green. Dark Green. Put up in 3-lb. cans for one dollar a can.  
Bronze Green. French Green, Light. Lake Green. Regal Green.  
Dragon Green. Medium or Dark. Sage Green. Olive Green.

Put up in  $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans for one dollar a pound.

No green ink was ever made that I am not glad to match for one dollar a pound, or twenty-five cents a  $\frac{1}{4}$  pound. A 5-lb. can of best Poster Green I sell for one dollar.

## Browns.

Light Brown. Medium Brown. Dark Brown. Chocolate Brown.  
Seal Brown. Bronze Brown, Lake. Photo Brown. Russia Brown.  
Terra Cotta. Sepia Brown. Pansy Brown. Satin Brown.  
Sienna, Burnt or Raw. Umber, Burnt or Raw. Mahogany Brown. Permanent Brown.

Put up in  $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No brown ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a  $\frac{1}{4}$  pound. A 5-lb. can of best Poster Brown I sell for one dollar.

## Yellows.

Fine Lemon Yellow. Fine Orange Yellow. Fine Medium Yellow. Pers'ian Orange.  
Golden Yellow. Brilliant Orange Red. Brilliant Orange Yellow.

Put up in  $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No yellow ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a  $\frac{1}{4}$  pound. A 5-lb. can of best Poster Yellow I sell for one dollar.

## Whites.

Fine White. Magnesia White. Put up in  $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound. A 5-lb. can of best Poster White I sell for one dollar.

## Copying Inks.

There is no shade of copying ink manufactured that I am not glad to match for one dollar a pound, or to sell a  $\frac{1}{4}$ -lb. can for twenty-five cents.

## Gold and Silver Sizing.

The shades of sizing most used are yellow, brown and white. I am glad to sell any of these in 1-lb. cans for fifty cents a can, or in 3-lb. cans for one dollar a can.

## Quantity.

For 100-lb. lots in 50-lb. cans or kegs, deduct ten per cent from any of the above prices.

## Poster Inks.

Any shade desired put up in 5-lb. cans for one dollar a can, or in 100-lb. lots, put up in 50-lb. kegs, for \$18.00.

## News Inks.

|                                        |                 |
|----------------------------------------|-----------------|
| 500-pound Barrel at 4c.                | \$20 00         |
| 250-pound Barrel at 4 $\frac{1}{2}$ c. | 11 25           |
| 100-pound Keg at 5c.                   | 5 00            |
| 50-pound Keg at 5 $\frac{1}{2}$ c.     | 2 75            |
| 25-pound Keg at 6c.                    | 1 <sup>50</sup> |

My terms are: Cash with the order. My warranty: That my goods are better than can be had elsewhere at any price. My references: More than four (4,000) thousand printers doing business throughout every State and Territory of the American Union except Alaska. I also have some trade in Mexico.

Address (with check)

PRINTERS INK JONSON,

8 Spruce St., New York.

**THREE GREAT CHARACTERISTICS:**  
**ENTERPRISING,**  
**PATRIOTIC,**  
**RELIABLE.**

...The...

# Baltimore American

*Baltimore, Maryland.*

Unsurpassed as an Advertising Medium, and among  
 one of the oldest Papers in America,  
 being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

**Circulation:**

**Sunday, - - 100,000**

**Daily, - - 40,000**

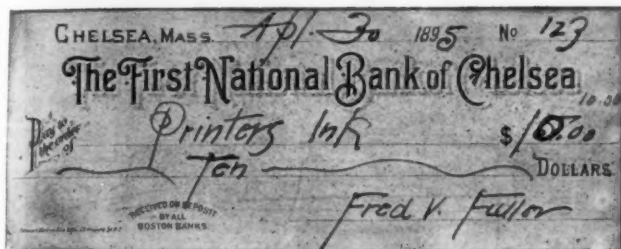
**Twice-a-week, - 45,000**

**A. FRANK RICHARDSON,**

**Tribune Building,  
 New York.**

**Chamber of Commerce,  
 Chicago.**

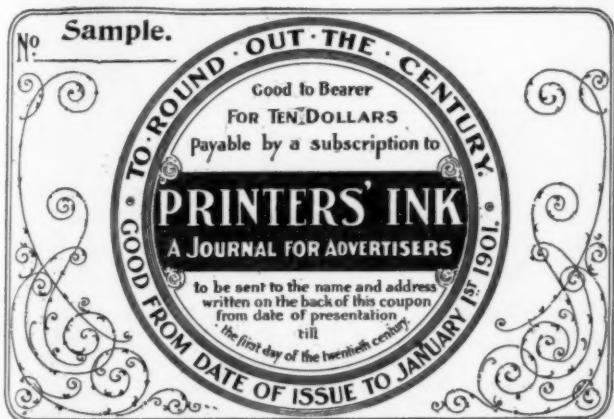
# To Round out the Century.



The subscription price for PRINTERS' INK is now \$2 a year.

The subscription price for PRINTERS' INK will be \$5 a year after Jan. 1, 1896.

Subscribers are allowed to renew their subscriptions now for as many years as they choose at \$2 a year.



For the purpose of pre-payment, Subscription Coupons are just as good as cash. \$10 in cash or coupons will pre-pay a subscription for PRINTERS' INK from now to Jan. 1, 1901.

Send remittance or coupons to

**PRINTERS' INK, 10 SPRUCE ST., NEW YORK.**

# MADE ITS MARK



## The Omaha Bee

Has made its mark. This is because it thoroughly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farm-house or hamlet in which the Weekly is not read. Also adjoining territory in Iowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.



### Known Circulation:

|                  |   |        |
|------------------|---|--------|
| Daily, Exceeding | . | 19,000 |
| Sunday, "        | . | 20,000 |
| Weekly, "        | . | 35,000 |

**A. FRANK RICHARDSON,**

Chamber of Commerce,  
CHICAGO.

Tribune Building,  
NEW YORK.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

In the July *Scribner* I find this advertisement of Nestle's Food. The

## Babies Die

In nine cases out of ten because of improper feeding. In nine cases out of ten, Babies under a year old are fed on cow's milk in one form or another. The use of cow's milk is fraught with danger. Your doctor will confirm this statement.

There is a food for babies which does not require the addition of cow's milk—a food possessing especial value in hot weather—a food which saves thousands of lives from Cholera Infantum every year. It requires the addition of water only in preparation. It is

## Nestlé's Food

A sample can of Nestlé's Food will be sent on application.

Thos. Leeming & Co., Sole Agents,  
73 Warren St., New York

display is very excellent for the reason that there are but two colors in the ad. It may seem strange to talk about different colors in a black and white ad, but if you will think about it a little bit and observe a little bit, you will see that there are several shades of black and gray in pages of type. This advertisement has just two colors, because the black line surrounding it is of the same width as the black lines which make the letters of the display words. The border and these letters seem to be made out of one piece. It makes the whole ad solid and compact. It strikes the eye in one mass, firmly and solidly. It doesn't scatter. The eye has no trouble in holding all of it, and is not distracted by half a dozen small broken up sections. You see the whole ad, and not any one particular part of the ad, and the next instant you know, without effort, just what the ad is about. The one bad feature

in this ad is the possible remote suggestion given by the connection of the head-line, "Babies die," with the words "Nestle's Food." If the head-line could have been, "Saves babies' lives," or "Babies saved," or something of that sort, the ad would, I think, have been just as strong and would not have had an objectionable feature.

\* \*

CANADIAN FIBER CHAMOIS CO. }  
MONTREAL, June 12, 1895.

*Mr. Charles Austin Bates, New York:*

DEAR SIR—Inclosed we beg to hand you a sample batch of our advertisements, and would be glad to have you freely criticise same. We would say that we are advertising in the daily newspapers almost exclusively, introducing this new line of goods, and that our ads are changed in nearly all cases daily, and at least two or three times a week, when we cannot do it every day. When more than one paper is used in a city a different advertisement appears in each paper each day. The writer has to thank you for what crude ideas he may have on the unlimited subject of advertising through a number of pleasant personal interviews and through the assistance of your department in PRINTERS' INK. A number of the sample advertisements that you give in your Department, I think, are open to severe criticism on the following ground, viz.: In very many instances the prominent head-line makes no point in itself—that is, with any one casually looking over the paper, no impression would be made or any point impressed on him without reading the advertisement through. My idea has always been to make some point in the head-line, to be followed up and clinched in the balance of the advertisement. If you do not think I am on the right track I would be only too glad to be corrected. Yours truly,

CANADIAN FIBER CHAMOIS CO.

(Per Chas. C. Gray, late of Cowperthwait & Co., New York City.)

The advertisements sent are well written and poorly displayed. The principal trouble seems to be the effort to display everything. The most striking display is always secured by making a sharp contrast in the advertisement, either by means of white space well held together, or by the use of one or two very large display lines. When you get more than two display lines into an ad of ordinary size, you generally sacrifice some strength.

In the advertisement, the text of

which I reproduce, the big display should have been "Puff Sleeves Supported." That would have been suf-

## PUFF SLEEVES SUPPORTED BY

### FIBER CHAMOIS

Will look stylish and handsome, and never give you any care or worry, no matter what weight of dress goods is used. It is light, durable and pliable, and having a smooth finish cannot injure the most delicate fabric. Just as suitable for an inexpensive wool costume as a Worth or Felix-made gown.

At all stores, 3 weights, 64 inches wide, 35c. per yard. Beware of inferior imitations. Every yard of Genuine Fiber Chamois is Labeled.

Patented July, 1890. Trade Mark Registered.

THE WHOLESALE TRADE ONLY SUPPLIED BY

**The Canadian Fiber Chamois Comp'y,  
MONTREAL.**

ficient to attract the attention of all of the wearers of big sleeves. They would have been interested enough to look further down the ad to find out what produced this desirable effect. If the words "Fiber Chamois" could have been displayed toward the center of the ad, it would have done no harm, but the catch-line, "Puff Sleeves Supported," should have been set in two lines and in type about twice as big as was used. The name of the company is comparatively unimportant, and need not have been more than one-fourth as large as the principal display line. I do not know but even these would be larger than necessary. In advertisements of proprietary articles the name of the article, and the thing or things it is supposed to do, should be made prominent. The name of the proprietor does not make much difference. In most of the advertisements sent by Mr. Gray this point is carried out as it should be, and the sentence, "Wholesale trade only supplied by The Canadian Fiber Chamois Co., Montreal," is set in one line of brevier, with the company's name in bold face.

The principal fault I have to find with the ads is the fact that nothing in them seems to stand out with sufficient force. The type is scattered too much. It ought to be held together in chunks. The good thing about all of the ads is the common sense displayed, and the fact that they really tell something about what the

material is good for, and how much it costs. I should think that they would be productive of good results.

Just to exemplify my ideas of good display for a small advertisement, I reproduce this ad of the Rambler

**Ride**  
A Rambler

Save time, money and doctor's bills. Go where you please, when you please, as fast as you please. Find pleasure, health and economy all in one.

Rambler Bicycles are the acme of mechanical perfection. Strong, durable and reliable, with not an ounce of useless material. The Rambler is the wheel for record breakers and for pleasure seekers.

Various models, all the same price—\$100—catalog tells all about them—free, of course.

**GOSNELL & JEFFERY MFG. CO.**  
BIRMINGHAM, B. C.

Bicycle. I cut it out of a country newspaper, and while it is only three inches single column, it stood out very prominently because the letters in the word "Ride" were the largest letters any place on the page. I look upon this as a particularly good bicycle ad.

The *Yellow Fellow*, a little paper published by E. C. Stearns & Co. to advertise the Stearns Bicycle, is generally written in such a way as to make it attractive to almost every recipient. In two or three places in this circular, short paragraphs in italics are inserted between the different articles. Two of these will serve to show the general character of all:

*"It's better to be poor than wrong; but the fellow who is the latter is sure to be the former before he gets through with it."*

*"The dealer who laughs hardest when he sees a competitor in a tight place is the dealer who squeals the loudest when he gets pinched himself."*

LITTLETON, N. H., June 19, 1895.

Mr. Charles Austin Bates:

DEAR SIR.—I was much interested in your article on Magazine Advertising in PRINTERS' INK this week, and venture to tell an experience I had with sending for catalogues. I wanted a camera; knew nothing about them. I wrote duplicate letters to four of the largest concerns and awaited developments. In three days a catalogue came from the Blair Camera Co., also a letter advising me what styles to select from. About a week later

a second-hand list came from a New York house, followed ten days after by their catalogue. Three weeks after I sent the letters I got a catalogue from the third house; the fourth has not answered yet. I inclosed a stamp in each case requesting an immediate reply.

I bought a camera that suits me from the Blair Co. before I had heard from any other house.

How much good does advertising do such houses as the other three?

Yours truly,  
A. F. SPARROW.

\*\*\*

## RETAIL ADVERTISING.

TRUMAN & BANKS,  
Retail Dry Goods, Clothing, Shoes,  
Furnishings.

Two Big Stores.

NASHVILLE, Mich., June 21, 1895.

Chas. Austin Bates, Printers' Ink, New York City:

DEAR SIR—I send you, under separate cover, the Nashville News, in which you will find our ad. Will you be so kind as to criticise same and offer suggestions as to how I could improve same, as this is a fair example of my style of advertising? I read with interest every issue of PRINTERS' INK, and am one of the grateful thank-givers for such a paper. Yours very truly, S. J. TRUMAN.

I print this letter merely to show how advertisements should not be sent to me. It frequently happens, as it did in this case, that I do not receive the papers sent to me. If you will remember that almost every publication of any kind in the United States is received at 10 Spruce street, you will understand that it may frequently happen that a paper intended for any one particular person may be mislaid in the mass of stuff and never be recovered. Advertisements sent for criticism should be clipped out of the paper and mailed under letter postage. When it seems necessary to send the whole paper it would be much better to send it to my personal address, Vanderbilt Building, corner Beekman and Nassau streets, New York. Then I will be sure to get it. Mark what you want me to see.

\*\*\*

J. C. IVERSEN CO.,  
Fine Art Goods.

425 and 427 East Water St.,

MILWAUKEE, Wis., June 12, 1895.

Mr. Charles Austin Bates:

DEAR SIR—Taking advantage of your liberal offer to criticise anything that may be sent you, I inclose circulars we make use of, kindly asking your opinion through the columns of PRINTERS' INK, which we read and pay for gladly. Yours respectfully,

A. E. SCHNEIDER.

The circulars sent are very well printed, but of course are too long to permit reproduction here. One circular is mailed to people out of the

city, the names being obtained from the list of hotel arrivals published in the daily papers. This is good as far as it goes, but of course a great many good people are missed in this way because so many run into the city in the morning and out in the evening without stopping at any hotel. In this circular a cordial invitation is extended to visitors and particular mention is made of some of the more attractive pictures on display. In cities which draw trade from the surrounding country, a judicious and systematic use of circulars addressed to the leading people in the surrounding towns is almost sure to bring good results. These people do a great deal of their buying in the city, and the advertiser who invites them to his store is much more likely to get their trade than the one who does not. A circular could be sent to each of five thousand people once a month at a small expense, and I think would be sure to pay in almost every case.

Another circular is one which is sent to a list of local names, accompanied by the following letter:

MILWAUKEE, April 11, 1895.

DEAR SIR—We are pleased to extend you a standing invitation to visit our store at any time you like and be shown the new things we are receiving every few days in the art line.

If you are interested in fac-similes, we have many bright and catchy reproductions of French, English and American well-known pictures.

If etchings take your fancy, we always keep well provided, new publications arriving as issued.

In water colors our variety is large and we are continually adding pictures by standard water color artists to our collection.

Our new gold, square and oval frames of special design are beautiful and worth seeing.

We show our goods cheerfully and take positive pleasure in entertaining appreciative visitors. Yours respectfully,

ALFRED E. SCHNEIDER,  
Manager Art Department.

The idea is a good one and the only fault I have to find with the circular is that it gives no prices on the pictures mentioned. There is nothing in the whole circular which gives any idea of the expensiveness or inexpensiveness of the pictures mentioned. A number of water colors are described, and I see no reason why the prices should not be given. If the price is high, people will think more of the picture, and will be more likely to come and see it. If it is low, they may come with the idea that it is within their reach if they want to buy it. Certainly in a catalogue of an art exhibit,

the prices are not the least interesting feature. I think there are very few times in advertising when prices should not be included. They are part of the description of any article.

\* \*

Another printer writes me a long letter about a business card. It seems that somebody criticised his card because he said on it, "You will get your work at the promised time." This criticism has seemed to disturb his equanimity quite a good deal.

ALBERT W. DENNIS,  
MERCANTILE  
PRINTER.

YOU WILL GET YOUR WORK  
AT THE PROMISED TIME. . .

LYNN, MASS.

I am only mentioning the circumstance and reproducing the card as an example of much ado about nothing. A great many of the people who advertise seem to look for effectiveness in every place except the one place where effectiveness is. They worry so much about little things and little forms that they have no time to think about the real, serious business of advertising. People worry about a great many things that are not important. The only thing to consider is what impression will be received by the reader of an advertisement or business card. If there is some salient feature about your business that you want to impress on everybody, by all means ring it in wherever you get a chance, whether it be on a business card, in an advertisement, on a bill board, in a personal letter, or in conversation. Whoop it up on that point and hammer it at anybody and everybody whenever you get a chance.

If I had a print shop and really did work promptly when it was promised, I think I would say so, and I think I would get a great deal of business by saying so. If I really did the work promptly, I would say so in all the possible ways, so that everybody should know it, and appreciate it and believe it. Advertising a business is telling people about the business plainly and convincingly so that they may be induced to patronize it. That is the one central thing to consider—if what you do always tends in that direction, then you are doing good advertising, and little questions of form count for nothing.

I have known people to study and worry over the use of can't and cannot, don't and doesn't, shall and will, when it really didn't make a cent's worth of difference which word was used. Of course, it is just as well to have advertising matter grammatical, but it isn't necessarily a killing matter if it isn't. The main thing is to advertise. An ad that advertises is a good ad, but there is a great deal of advertising that doesn't advertise.

\* \*

A week or so ago I abused the advertising of printers in general and of one printer in particular. Now I have some print shop advertising that I can commend. It comes from the Carson-Harper Co., Denver. There are several pieces of it. The best, perhaps, is a little eight-page booklet, printed in black and yellow. It is entitled, "How to Raise a Cow." It is just silly enough to be funny. It is printed in such a way—broken up into paragraphs—that a man gets into it and reads it before he has made up his mind to begin. There are two chapters: One headed, "About the Cow," which occupies fifteen pages. Chapter II., headed "About Your Business," simply says: "Consult the Carson-Harper Co., at the sign of the Golden Griffin. And the last page is this simply effective statement, which sticks like a burr: "The Carson-Harper Co., Printers and Engravers, at the sign of the Golden Griffin, in the City of Denver, where they have a telephone numbered 1,558." That is a first-rate ad, all by itself. I would recommend printers to send a stamp or two, with a request for this little booklet, which is well worth looking at.

Another statement made by these printers is: "If any kind of printing is good enough for you, then there are other printers. But, if you are particular about your printing, better get some one in whom you can have confidence."

\* \*

READY-MADE ADS.

*For a Druggist—(By Dr. J. F. Davison).*

SUN BURN LOTION.

It's lots of fun to get sun burned, but no fun to feel the smart. You keep the fun—our Lotion removes the pain and the tan, too, if you wish. Simple, easy, sure and quick—and costs a quarter. That's all.

SUN BURN LOTION 25 Cts.



*For Dry Goods—(By Jas. McMahon).***WE COURT  
CRITICISM**

and comparison of assortments, qualities and prices. The enormous business we do is the result of our indefatigable real and care in the selection of goods worthy of our patronage. Every day's merchandising brings us into closer touch with the requirements and tastes of New England's people, who recognize and appreciate our efforts to please, coupled with the saving possibilities of shopping in our Establishment.

*For a Laundry.***Show a  
Bold Front  
to the World.**

Have your shirts laundered here. Everything sent out from this laundry is immaculate in every respect. The same scrupulous care is taken with small orders as with the larger ones. If you're desirous of such services—command us. Our wagons will call for, and deliver your clothes.

*Remarkably Honest—(By Rogers, Peet & Co.).*

We're weak on bicycle and golf suits; have been all along.

Too bad! But most everybody who comes into our stores wants ordinary straight-away clothes—right cloth, style, making, fit. This we attend to first of all. If we have mind and facilities left to do other things, we do 'em.

It has been hard to get right cloths for our regular stock and to get clothes made right this year; we've not had mind and facilities to attend properly to the bicycle and golf business.

By the way, the bicycle and golf suits we have are great.

Negligee shirts.  
Straw hats.  
Tan shoes.

**ROGERS, PEET & CO.***For a Druggist—(By Dr. J. F. Davison).***MALT EXTRACT.**

If you are debilitated by hard work, the heat of summer or mental worriment, there is nothing that will so quickly restore and build up the system as our Sterilized Malt Extract. It is just the thing for summer. Sharpens the appetite, invigorates the body.

**STERILIZED MALT EXTRACT**

25 CTS.

*For a Druggist—(By Dr. J. F. Davison).***A LITTLE WITCH.**

Yes, a Witch Hazel is a good thing to have by you. It cures lameness and stiffness of muscles and joints caused by strain or over-exercise. It is good for chafing, sun burn, often relieving like magic. Ours is not the common kind, but the very finest that can be made.

**WITCH HAZEL 25 CTS.***For a Men's Furnisher—(By A. T. Dietz).***A  
Short  
Man**

with a large waist, a tall man with a small waist, a man with long arms, a man with short arms, a man with no arms at all, can be fitted with our specially designed underwear. The drawers are cut with large waists and short legs, long legs and small waists.

The shirts come with long sleeves, short sleeves, half sleeves and sleeveless. To say that we can fit a man of ordinary build seems superfluous.

*For a Clothier.***ONE OF OUR PETS.****"Variety is the spice of life."**

It's old, but it's logic. If you'd keep coming in our store and find the same old things day by day, you'd quit coming, wouldn't you?

One of our new things that we're particularly fond of is a light vest for summer wear, French flannel and silk mixed, spongeable, washable and snug fitting. Costs a little more than others, but, oh, my! Price \$3—other kinds at \$1.25, \$1.50, \$1.75 and \$2.

**GILKESON & CHILD.***For a Tailor—(By J. S. Meigs).***The First Thing  
To Remember****Is that I am in business  
to make money. . . .**

But I don't expect to get rich this year or next. I go on these principles:—

Make a man's clothes fit perfectly.

Give him cloth a little better than you tell him it is.

Don't put the price any higher than it ought to be.

The best part of this plan is that your customer comes back every time he wants clothes, and sends his friends around, too.

That is the way I hope to make money.

*For a Druggist—(By Dr. J. F. Davison).***EVERY DOG  
HAS HIS DAY.**

And every dog ought to have his soap—but doesn't. We like dogs, and we keep the best Dog Soap made in the world. Now you do the rest, and see if your dog's tail doesn't show his appreciation. . . . .

**DOG SOAP**

25 CTS.

# We can do for you what you can not do for yourself.

We can take the strongest facts about your business and make them into ads that bristle with conviction. We can strengthen them with telling illustrations. We can display them effectively without squandering space. We can pick the best paying mediums, and insert your ad at their lowest rates.

This is what can do, continually do, and want to do for you. We know of no other firm so generally capable.

## Lord & Thomas,

Newspaper and  
Magazine Advertising,

45-47-49 Randolph St.,  
CHICAGO.



## 32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

## 654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

## Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

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Publication Office :

206-210 Broadway, - - New York.



We have twenty-five shares of stock in THE PRESS CLAIMS Co., Washington, D. C.; par value, \$100. We would like a cash offer for it. Address W. & B., care of C. E. Ellis, 517 Temple Court, New York City.



We think you advertise,  
Said the C. N. U.  
You do if you are wise,  
Said the C. N. U.  
But how to reach the West,  
Where results are much the best,  
'Tis a problem leaves no rest,  
Said the C. N. U.

What we'd do if we were you,  
Said the C. N. U.  
Would be to learn if it were true,  
Said the C. N. U.  
That the farmer's open fist,  
And the Western golden grist  
Can be reached best by the list  
Of the C. N. U.

---

Chicago Newspaper Union,

87 to 93 South Jefferson St.,  
CHICAGO.

10 Spruce Street,  
NEW YORK.

# ***The Chicago Dispatch Is a Winner!***

This fact never has been denied. It is admitted and acknowledged by the best journalistic authority in this country.

## ***It has Broken all Records.***

All journalistic achievements in the way of growth and influence have been surpassed by Chicago's youngest daily.

## ***Why Does this Paper Succeed?***

This is a question that can be answered very easily and in such a manner as to leave no uncertainty.

## ***It is the Paper of the People.***

From the day of its first issue it has been a constant advocate of the people's interests and has never wavered or retreated.

## ***Correct Principles are Behind it.***

It prints all the news all the time. It is Independent, Aggressive, Enterprising, Honest, Fearless and Wideawake.

## ***You can see this Paper Grow.***

Examine THE CHICAGO DISPATCH and compare it with its local contemporaries. It is ahead in news, in circulation, and in business support.



**Women  
Watch  
For  
The  
Item.....**

## **The Philadelphia Item**

Is, first and above all else, a Home paper. Women look for its coming every evening on week-days and every Sunday Morning. And women are the principal readers of advertisements.

THE ITEM has a circulation larger than any Daily or Sunday paper in Philadelphia, and double that of all the other Philadelphia afternoon papers combined. It is a mild statement to say it is the best paper in that city. Its circulation indicates that it is the most popular many times over.

To reach a MAJORITY of homes in Philadelphia an advertiser is compelled to use the columns of THE ITEM. They can't be reached through any other medium.

|                           |                |
|---------------------------|----------------|
| <b>Daily Circulation,</b> | <b>189,100</b> |
| <b>Sunday        “</b>    | <b>215,220</b> |
| <b>Weekly         “</b>   | <b>71,884</b>  |

.....

**S. C. BECKWITH,**

Sole Agent Foreign Advertising,

**The Rookery, Chicago.**

**Tribune Building, New York.**

# The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

.....●●●●●.....

## KNOWN CIRCULATION:

|                          |   |               |
|--------------------------|---|---------------|
| <i>Daily, Exceeding</i>  | = | <b>14,000</b> |
| <i>Sunday, Exceeding</i> | = | <b>15,000</b> |
| <i>Weekly, Exceeding</i> | = | <b>15,000</b> |

.....●●●●●.....

**A. FRANK RICHARDSON,**

Chamber of Commerce,  
CHICAGO.

Tribune Building,  
NEW YORK.

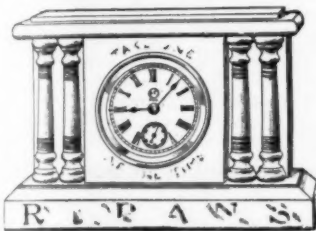


## A CLOCK FOR THE LOCAL REPORTER.

## THE INVITATION.

In PRINTERS' INK for May 1st the following announcement appeared:  
TO THE LOCAL REPORTER.

In every village and hamlet in the United States there are persons who use the Ripans Tabules. They are only useful for disorders resulting from an impaired digestion, but pretty nearly every human ill hinges upon this very cause. Up to the present time the use of the Tabules has been most common among the rich or well-to-do, the educated and most intelligent; although the poor, and the people who have little time for education and none for the elegancies of life, outnumber their more fortunate neighbors more than



a hundred to one. These poorer people are the very ones who will be most benefited by the general distribution of Ripans Tabules until they have a place in every house in the land. The advertisements of the Ripans Tabules are written by educated men and women and appeal to those of the same class who live in comparative elegance and luxury. More effective advertisements could be prepared by men of experience as reporters, by learning from the local druggist the name of some person in a humble walk of life who has used the Ripans Tabules, and visiting and discussing with that person the ills for which the Tabules are a remedy, and the satisfactory results arising from their use. Such an interview, with name, date, street number or exact address, with autograph of the person interviewed if available, would prove a valuable advertisement and, being set down in the very words used, will convey the correct meaning to other poor and humble folk in the same or a similar walk of life. The ordinary advertisement prepared by the ad-smith shoots over the head of ninety and nine of the very people for whom the Ripans Tabules are eventually destined to prove such a boon.

An appeal is hereby addressed to every local newspaper reporter, and to every person who is somewhat practiced in writing, to make an attempt at learning and committing to paper the views of one or more of humble persons in modest circumstances residing in the near neighborhood, who have already learned the value of the Ripans Tabules. Try to tell the story in the actual words and to preserve the pronunciation—to tell the story exactly as it was learned.

For every satisfactory example of such a report sent to the Ripans Chemical Company, No. 10 Spruce Street, New York, that Company will send two of the Mantel Clocks

here pictured, one to the reporter and another to the person interviewed.

## THE RESPONSE.

To the above invitation the following was the first response:

OREGON, Wis., May 6, 1895.

Ripans Chemical Co., New York:

GENTLEMEN—Seeing your request in PRINTERS' INK of May 1st for a report from people using Ripans Tabules, decided to try my hand in securing at least one.

Found by inquiring at the drug store that this remedy was not kept on sale there, but accidentally the next day found a person who *had* used the tabules, having been induced to try them by a sister who resides in a neighboring town.

The gentleman interviewed, Mr. A. P. St. John, of this town, was not very communicative, but by much "pumping" gleaned the following:

## THE TESTIMONIAL.

"For a long time I have been more or less troubled with dyspepsia. Having considerable hard work to do, if I followed the cravings of my appetite it was sure to result in those terrible distressing pains of the stomach. When in the most agony I would endeavor to obtain partial relief by some 'grandmother' treatment, which, if of any benefit, was to strengthen the imagination that the distress was a trifle less. At times I have suffered intensely. While visiting my sister Cora I was recommended to try Ripans Tabules, which I soon discovered were a blessing to mankind. Now I am never without them, and am pleased to recommend them as a Godsend to those troubled with dyspepsia."

*A. P. St. John  
Oregon  
Wis.*

*This is the signature of the gentleman whose testimonial is printed above.*

This is one person's story. If the above meets the requirements of your request, will be pleased to serve you again.

Yours respectfully,

*D. E. Williams.*

P. S.—Send clock to my address, Oregon, Wis., "care of Oregon Observer."

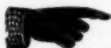
## CONCLUSION.

Inasmuch as Mr. Williams' interview with Mr. St. John resulted in precisely such statements of fact as were desired, the two clocks were immediately forwarded as promised. Since then about five dozen clocks have been forwarded in payment for a similar service. More of them are still to be had on the same terms. All communications should be addressed to The Ripans Chemical Company, No. 10 Spruce Street, New York.

...THE...

# New York Recorder

*Of June 14th, 1895, says Editorially :*



"The earnings of the Brooklyn 'L' road have increased for the current year at the rate of about \$37,000 a month. This is one of the ways the people of Brooklyn are taking to let the trolley managers know what they think of them. Every good citizen, who can afford the time and effort to walk to an 'L' station, instead of taking a surface car, helps five cents' worth every time he does it toward forcing the trolley tyrants to their knees."

Now, we don't know anything about "trolley tyrants," but we do know that there are nearly twice as many passengers carried on the **Brooklyn "L"** daily than for the same period in 1894.

The **Advertising Now**, on cars and stations, is without exception **the Best** in appearance ever seen on any railroad in the world !



**WRITE US FOR RATES.**



## Carleton & Kissam

35 Sands St., Brooklyn.

50 Bromfield St., Boston.

Postal Telegraph Bldg., New York.



# *Wisconsin*

we control all the

## *Street Car*

ADVERTISING  
IN THE CARS OF  
Milwaukee, Madison  
and  
West Superior.

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ALL BRIGHT, LIVE CITIES.

---

### **CARLETON & KISSAM,**

Matthews B'd'g, 3d and Grand Ave's, Milwaukee, Wis.  
Boston. New York. Chicago.

# THE WRONG TREE



Advertising in the wrong medium—barking up the wrong tree—is an error common to the experienced advertiser.

The newspaper forest is so full of trees that he becomes confused. In his perplexity he often does his barking at the first tree he comes to, and barking up the wrong tree is expensive and disastrous.

We have been locating trees for 30 years. Our experience is such that we can go to the right spot in the forest every time.

Each newspaper tree has virtues peculiar to itself. This one is the place to bark about perfumes; that one is the place to bark about fire-arms.

*Knowing which is which* makes our services of great value to advertisers.

**The Geo. P. Rowell  
Advertising Co.,  
10 Spruce Street,  
New York.**



*Rowell Advertising Co.*